

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 16, 1978

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	26.1	19,030	1	MAJOR LEAGUE ALLSTAR GAME(S)	17.4	35,520
2	QUINCY, M.E.	22.8	16,620	2	ALICE	15.4	31,390
3	ALICE	21.0	15,310	3	QUINCY, M.E.	15.1	30,760
4	ALL IN THE FAMILY	19.7	14,360	4	ALL IN THE FAMILY	14.5	29,490
5	ONE DAY AT A TIME	19.2	14,000	5	ONE DAY AT A TIME	13.7	27,900
5	SWITCH	19.2	14,000	6	SWITCH	13.6	27,830
7	MAJOR LEAGUE ALLSTAR PRE(S)	18.7	13,630	7	FANTASY ISLAND#	13.4	27,360
8	FANTASY ISLAND#	18.3	13,340	8	LOVE BOAT	13.3	27,040
9	CHARLIE'S ANGELS	18.0	13,120	9	STARSKY AND HUTCH	13.2	26,890
9	LOU GRANT	18.0	13,120	10	MAJOR LEAGUE ALLSTAR PRE(S)	13.1	26,630
11	LOVE BOAT	17.9	13,050	11	CHARLIE'S ANGELS	12.8	26,060
12	STARSKY AND HUTCH	17.8	12,980	12	LOU GRANT	12.3	25,170
13	BARNABY JONES	17.6	12,830	13	HAPPY DAYS	12.1	24,600
14	M*A*S*H	17.5	12,760	14	M*A*S*H	11.9	24,270
15	BARNEY MILLER#	16.8	12,250	15	THREE'S COMPANY#	11.7	23,880
16	HAPPY DAYS	16.2	11,810	16	CBS WEDNESDAY NIGHT MOVIE#	11.4	23,290
16	HAWAII FIVE-O	16.2	11,810	17	BARNABY JONES	11.3	23,120

## WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	QUINCY, M.E.	18.1	13,920
2	ALICE	17.9	13,800
3	ALL IN THE FAMILY	16.2	12,460
4	MAJOR LEAGUE ALLSTAR GAME(S)	16.1	12,370
5	BARNABY JONES	15.4	11,850
6	ONE DAY AT A TIME	14.9	11,490
7	SWITCH	14.9	11,470
8	LOU GRANT	14.7	11,320
9	STARSKY AND HUTCH	14.5	11,200
10	CBS WEDNESDAY NIGHT MOVIE#	14.0	10,780
11	HAWAII FIVE-O	13.7	10,530
12	FANTASY ISLAND#	13.6	10,450
13	M*A*S*H	13.5	10,400
14	LOVE BOAT	13.4	10,330
15	CHARLIE'S ANGELS	12.9	9,970
16	NBC MONDAY NIGHT MOVIES	12.8	9,890

## MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	23.9	16,550
2	MAJOR LEAGUE ALLSTAR PRE(S)	16.1	11,170
3	ALICE	15.1	10,480
4	QUINCY, M.E.	14.3	9,890
5	SWITCH	13.8	9,530
6	ALL IN THE FAMILY	13.7	9,510
7	BARNABY JONES	12.2	8,460
8	HAPPY DAYS	11.7	8,080
9	ABC SUNDAY NIGHT MOVIE	11.6	8,030
10	PROJECT U.F.O.	11.4	7,910
11	LOVE BOAT	11.4	7,890
12	LOU GRANT	11.3	7,800
13	60 MINUTES	10.9	7,550
14	M*A*S*H	10.9	7,540
15	ONE DAY AT A TIME	10.8	7,460
16	CBS WEDNESDAY NIGHT MOVIE#	10.8	7,450
17	LAVERNE AND SHIRLEY#	10.7	7,440

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 16, 1978

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LOU GRANT	17.0	8,110
2	STARSKY AND HUTCH	16.7	7,970
3	ALICE	16.6	7,910
4	ONE DAY AT A TIME	16.5	7,860
5	QUINCY, M.E.	16.4	7,830
6	SWITCH	15.5	7,410
7	MAJOR LEAGUE ALLSTAR GAME(S)	15.3	7,310
8	CBS WEDNESDAY NIGHT MOVIE#	15.0	7,150
9	FANTASY ISLAND#	14.6	6,960
10	ALL IN THE FAMILY	14.2	6,770
10	BARNEY MILLER#	14.2	6,770
12	LOVE BOAT	13.8	6,590
13	M*A*S*H	13.6	6,520
14	BARNABY JONES	13.0	6,220
14	BIG EVENT	13.0	6,220
16	ABC SUMMER MOVIE	12.6	6,000

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALICE	21.4	4,960
2	ALL IN THE FAMILY	20.7	4,790
3	QUINCY, M.E.	20.4	4,730
4	HAWAII FIVE-O	20.2	4,680
5	BARNABY JONES	19.7	4,570
5	60 MINUTES	19.7	4,570
7	WALTONS	17.6	4,080
8	LITTLE HOUSE-PRAIRIE	17.3	4,010
9	MAJOR LEAGUE ALLSTAR GAME(S)	17.1	3,970
10	ROCKFORD FILES	16.0	3,720
11	CBS EVENING NEWS-CRONKITE	15.7	3,640
12	ON OUR OWN	15.5	3,600
13	RHODA	15.3	3,550
14	CHARLIE'S ANGELS	14.2	3,290
15	LIFE-TIMES-GRIZZLY ADAMS	14.0	3,250
15	NBC MONDAY NIGHT MOVIES	14.0	3,250

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	19.3	8,770
2	MAJOR LEAGUE ALLSTAR PRE(S)	13.4	6,060
3	QUINCY, M.E.	13.3	6,020
4	SWITCH	13.0	5,910
5	ALICE	13.0	5,880
6	ABC SUNDAY NIGHT MOVIE	12.5	5,680
7	PROJECT U.F.O.	11.9	5,380
8	LOVE BOAT	11.7	5,290
9	STARSKY AND HUTCH	11.5	5,230
10	HAPPY DAYS	11.4	5,160
11	ALL IN THE FAMILY	11.3	5,140
12	BIG EVENT-TUE.	11.0	5,010
13	FANTASY ISLAND#	10.5	4,770
13	LAVERNE AND SHIRLEY#	10.5	4,770
15	CHARLIE'S ANGELS	10.3	4,680
16	LOU GRANT	10.1	4,580
17	ABC SUMMER MOVIE	10.0	4,530
17	CBS WEDNESDAY NIGHT MOVIE#	10.0	4,530

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	34.9	6,360
2	MAJOR LEAGUE ALLSTAR PRE(S)	22.1	4,020
3	ALL IN THE FAMILY	19.1	3,490
4	ALICE	19.0	3,470
5	BARNABY JONES	18.1	3,300
6	HAWAII FIVE-O	16.8	3,070
7	NBC MAJOR LEAGUE BASEBALL#	16.3	2,970
8	QUINCY, M.E.	15.9	2,890
9	60 MINUTES	15.8	2,880
10	ABC MONDAY NIGHT BASEBALL#	15.5	2,830
11	ON OUR OWN	15.1	2,750
12	SWITCH	14.3	2,610
13	LOU GRANT	14.3	2,600
14	CBS SATURDAY NIGHT MOVIE	14.2	2,590
15	CBS EVENING NEWS-CRONKITE	14.0	2,560
16	LITTLE HOUSE-PRAIRIE	13.9	2,540
17	RHODA	13.5	2,460

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	WOMEN	
18- 34	18- 49	25- 54	55- 64	55+ 65+	18- 34	18- 49	25- 54	55- 64	55+ 65+																								
•EVENING																																	
ABC FRIDAY NIGHT MOVIE										32	188	189	A	10.7	23	780	2114	743	309	769	361	562	522	61^148^	710	340	509	472	55^139^	185	77^	450	323
1 FRI.										9.00P	120	ABC FF	98	99	B	17.2	31	1254															
2 FRI.										8.00P	120																						
8.00 - 8.30													A	11.3	26	824	2249	698	316	724	369	513	486	112^135^	655	362	486	443	38^126^	142^	39^	728	503
8.30 - 9.00													A	12.8	29	933	2477	788	290	788	406	602	565	89^114^	749	404	578	560	52^104^	183^	40^	757	535
9.00 - 9.30													A	10.9	24	795	2049	748	315	769	385	580	530	58^134^	672	355	531	470	47^106^	176	74^	432	319
9.30 - 10.00													A	10.7	22	780	2138	753	307	772	389	592	558	47^122^	708	336	532	501	55^124^	212	82^	446	333
10.00 - 10.30													A	8.8	18	642	1833	744	321^	788	271^	513	487	41^224^	781	278^	453	398	94^224^	175^118^	89^	62^	54^
10.30 - 11.00													A	9.2	19	671	1769	703	295^	767	256^	493	451	14^224^	743	257^	400	387	64^237^	183^114^	76^	54^	54^
ABC MONDAY NIGHT BASEBALL										4	192		A	13.0	28	948	1649	533	196^	607	120^	287	333	96^238^	782	162^	391	418	183^299	165^	73^	95^	67^
1 MON.										8.00P	190	ABC SE	99		B	12.5	25	911															
8.00 - 8.30													A	10.3	25	751	1738	561	251^	669	156^	323	338	64^264^	852	185^	463	444	190^315	101^	46^	116^	57^
8.30 - 9.00													A	11.6	26	846	1695	515	175^	601	113^	266^316	105^230^	839	205^	469	437	180^292	105^	62^	150^	79^	
9.00 - 9.30													A	12.9	28	940	1685	556	195^	652	160^	307	337	113^263	770	157^	369	398	195^308	152^	83^	111^	79^
9.30 - 10.00													A	14.1	29	1028	1645	530	177^	604	125^	282	319	118^258	760	145^	344	400	199^314	183^	71^	98^	69^
10.00 - 10.30													A	15.0	31	1094	1645	533	196^	581	94^	281	352	87^219	764	153^	371	428	182^292	226	91^	74^	74^
10.30 - 11.00													A	14.2	30	1035	1577	526	210^	590	98^	289	339	88^227	737	137^	358	422	164^283	191^	62^	59^	59^
ABC NEWS CLOSEUP(S)											198		A	6.4	13	467	2203	783	306^	868	513	688	514	68^147^	892	489^	696	579	90^172^	219^	62^	224^	149^
2 FRI.										10.00P	60	ABC DN	99																				
10.00 - 10.30													A	6.7	14	488	2184	829	282^	884	557	720	553	63^133^	821	452^	649	526	83^153^	213^	75^	266^	174^
10.30 - 11.00													A	6.1	13	445	2196	727	330^	846	466^	648	467^	75^163^	960	525^	743	630	97^191^	217^	44^	173^	118^

ABC NEWS-REASONER/WALTERS 184 198																						
1	M-F	6.30P	30	ABC N	99		A 7.3 19	532	1692	709 194^	795 256	400 366	121^324			643 126^	323 337	186^261	145^ 95^	109^ 82^		
							B 9.4 19	685														
ABC NEWSBRIEF-M-F 196 183 186																						
1	TU & W	9.58P	1	ABC N	96	96	A 14.5 29	1057	1983	688 284	747 319	495 441	97 184			617 266	393 357	83 155	239 112	380 271		
1	THU.	9.28P	1				B 17.9 29	1305														
1	FRI.	8.58P	1																			
2	MWF	9.58P	1																			
2	TUE.	8.28P	1																			
ABC NEWSBRIEF-SAT. 40 186 189																						
	SAT.	9.58P	1	ABC N	97	97	A 17.6 37	1283	2091	740 294	793 307	494 422	103 241			617 239	400 356	94 169	286 151	395 292		
							B 18.8 34	1371														
ABC NEWSBRIEF-SUN. 39 190 189																						
	SUN.	8.58P	1	ABC N	97	97	A 11.1 24	809	2183	802 290	853 332	548 491	105^229			718 303	497 432	127^177	235 136^	377 331		
							B 17.5 28	1276														
ABC SATURDAY COMEDY SPEC. 3 196 200																						
	SAT.	8.30P	30	ABC CS	99	99	A 9.4 23	685	1720	574 251	680 258	393 333	121^250			578 248	347 273	100^198	208 105^	254 146^		
							B 10.3 26	751														
ABC SATURDAY EVENING NEWS 27 118 120																						
	SAT.	6.30P	30	ABC N	67	68	A 2.9 9	211	1564	397^ 75^	460^119^	180^195^	75^189^			844 345^	445^451^	165^270^	104^ 61^	156^ 25^		
							B 5.1 12	372														
ABC SUMMER MOVIE 4 185 185																						
1	THU.	9.30P	90	ABC FF	97	96	A 16.0 30	1166	1800	754 283	801 277	515 477	110 198			600 256	389 337	94^148	182 103	217 145		
2	THU.	9.00P	120				B 16.9 32	1232														
		9.00 - 9.30					A 14.4 30	1050	2050	714 275	757 308	480 402	115^201^			640 277	408 297	101^187^	213^115^	440 266		
		9.30 - 10.00					A 15.6 30	1137	1810	736 276	802 291	526 463	114 198			588 241	376 322	96^148	194 113	226 152		
		10.00 - 10.30					A 16.7 31	1217	1727	746 276	787 257	497 486	110 193			592 252	382 351	86^131	179 101	169 120		
		10.30 - 11.00					A 16.7 31	1217	1743	786 299	823 267	528 513	104 197			600 265	396 352	91^145	162 91^	158 113		
ABC SUNDAY NIGHT MOVIE 29 196 194																						
	CONT'D						A 14.0 27	1021	1794	653 241	660 253	430 424	87^172			788 397	556 450	124 174	187 105^	159 114^		

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	HOUSEHOLD AUDIENCES	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54	55-64	55+	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
EVENING CONT'D																														
ABC SUNDAY NIGHT M-CONT'D																														
1	SUN.	9.00P	173	ABC	FF	99	98	B	20.3 33	1480																				
2	SUN.	9.00P	113					A	12.6 25	919	1801	648	244	668	272	429	416	83^182	778	385	544	432	132	184	143	69^	212	138		
		9.00 - 9.30						A	14.0 26	1021	1750	656	274	663	264	436	423	79^175	812	401	579	450	124	180	139	65^	136	91^		
		9.30 - 10.00						A	14.9 27	1086	1780	625	246	632	232	419	415	84^153	809	402	569	458	119	170	186	98^	153	101^		
		10.00 - 10.30						A	14.7 27	1072	1762	626	237	634	234	410	412	93^164	800	407	572	455	118	164	179	96^	149	105^		
		10.30 - 11.00						A	13.9 30	1013	1940	718	184^	718	272	477	476	103^184^	749	388	543	515	131^163^	311	204^	162^	153^			
		11.00 - 11.30						A	13.9 40	1013	1829	705	229^	705	244	421	420	117^222^	671	371	464	364	119^159^	300	214^	153^	139^			
		11.30 - 12.00																												
ABC WORLD NEWS TONIGHT																														
2	M-F	6.30P	30	ABC	N			A	7.6 19	554	1708	749	283	803	268	430	400	111^289	626	183^	269	262	121^270	92^	33^	187^	102^			
								B	7.6 19	554																				
ALICE																														
	SUN.	9.30P	30	CBS	CS	32	200	199	A	21.0 39	1531	2050	758	297	900	315	516	408	127	324	685	227	383	369	115	228	224	91	241	200
								B	22.1 35	1611																				
ALL IN THE FAMILY																														
	SUN.	9.00P	30	CBS	CS	36	198	195	A	19.7 39	1436	2054	762	290	867	288	471	385	135	332	664	218	360	318	124	245	191	76^	332	248
								B	22.7 36	1655																				
BABY, I'M BACK																														
	SAT.	8.30P	30	CBS	CS	6	185	179	A	10.9 27	795	1609	716	329	846	244	431	422	122^360	535	123^	243	231	134^239	97^	49^	131^	90^		
								B	9.7 24	707																				
BARNABY JONES																														
	THU.	10.00P	60	CBS	PD	31	197	196	A	17.6 33	1283	1802	834	294	924	263	484	439	146	357	660	186	344	335	122	258	100	35^	118	91^
								B	20.1 36	1465																				
		10.00 - 10.30						A	17.4 32	1268	1839	834	292	929	262	486	436	149	360	669	185	351	333	131	263	109	35^	132	97	
		10.30 - 11.00						A	17.8 33	1298	1760	833	295	917	262	484	442	140	352	648	187	336	338	114	250	90^	36^	105	84^	
BARNEY MILLER																														
1	THU.	9.00P	30	ABC	CS	35	201		A	16.8 34	1225	1713	734	274	803	281	553	480	106^214	488	250	330	324	81^	91^	164^	95^	258	155^	
								B	20.4 33	1487																				
BIG EVENT-TUE.																														
	TUE.	9.00P	120	NBC	FV	19	205	198	A	15.1 29	1101	1965	717	292	823	281	513	431	112	233	656	275	456	388	80^139	288	132	198	137	
		9.00 - 9.30						B	18.1 30	1319																				
		9.30 - 10.00						A	12.6 25	919	2018	742	289	870	288	506	398	117^295	634	260	412	321	87^162	295	144	219	157			
		10.00 - 10.30						A	14.3 27	1042	2025	717	302	841	284	496	409	110^270	646	261	439	371	81^148	312	150	226	149			
		10.30 - 11.00						A	15.9 30	1159	1934	685	281	783	267	508	437	106	199	661	284	470	410	75^129	295	142	195	135		
								A	17.4 33	1268	1923	733	301	820	283	535	464	121	200	681	289	491	431	79^127	259	104	163	115		
BIG EVENT																														
	SUN.	9.00P	120	NBC	FV	38	207	206	A	15.0 28	1094	1848	836	283	891	360	569	495	135	233	648	225	393	380	102^198	191	78^	118	72^	
		9.00 - 9.30						B	19.2 31	1400																				
		9.30 - 10.00						A	13.2 26	962	1875	795	261	857	362	523	442	135	244	650	238	384	396	95^200	188	66^	180	108^		
		10.00 - 10.30						A	14.5 27	1057	1847	778	263	838	351	524	458	148	218	634	233	386	386	94^185	189	60^	186	118		
		10.30 - 11.00						A	15.9 29	1159	1874	890	310	935	373	615	545	129	232	663	227	414	385	108	196	203	92^	73^	43^	
								A	16.4 30	1196	1798	870	294	926	358	599	521	133	243	643	205	386	361	103	205	177	87^	52^	28^	
BIONIC WOMAN																														
	SAT.	8.00P	60	NBC	A	28	216	214	A	12.1 31	882	2333	807	290	849	345	516	427	108^266	668	208	392	345	126^213	299	103^	517	347		
		8.00 - 8.30						B	15.7 30	1145																				
		8.30 - 9.00						A	11.0 29	802	2324	815	301	851	337	512	418	121^272	677	223	384	339	133^226	281	93^	515	334			
								A	13.1 33	955	2349	804	279	848	352	519	434	94^261	663	198	402	353	119^202	315	111^	523	359			
BLACK SHEEP SQUADRON																														
2	WED.	9.00P	60	NBC	A	1	195		A	12.7 24	926	1962	677	162^	753	228^	389	379	88^268	671	277	399	351	98^200^	291	75^	247^	170^		
		9.00 - 9.30						B	12.7 24	926																				
		9.30 - 10.00						A	11.8 23	860	1905	660	174^	737	208^	369	373	98^267^	659	246^	366	337	101^213^	290	73^	219^	146^			
								A	13.6 25	991	2000	689	151^	764	242	400	382	78^270	674	300	422	360	96^186^	292	76^	270	190^			



[illegible]

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
							WK 1	WK 2							TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11	
EVENING CONT'D																															
CBS SATURDAY NIGHT-CONT'D																															
		10.00 - 10.30							A	12.2	26	889	1945	656 354	766 260	432 399	118^270		804 259	432 437	220 308	228 61^	147 99^								
		10.30 - 11.00							A	12.8	28	933	1941	654 341	760 264	432 415	109^254		823 270	472 460	212 285	234 63^	124^ 93^								
CBS TUESDAY NIGHT MOVIES 17 180 178																															
1	TUE.	9.00P	120	CBS	FF		97	98	A	11.6	22	846	1820	768 333	861 358	509 440	138^277		651 222	406 384	86^193	148 99^	160 96^								
2	TUE.	8.00P	180						B	15.9	27	1159																			
		8.00 - 8.30							A	9.4	20	685	1834	901 471	1023 537	664 435	130^324^		631 204^	376 387	77^192^	72^ 50^	108^ 49^								
		8.30 - 9.00							A	10.1	19	736	1846	807 413	901 517	609 399	151^249^		602 266^	408 373	33^133^	157^115^	186^ 94^								
		9.00 - 9.30							A	10.8	22	787	1915	776 330	864 343	506 419	169 301		701 239	433 383	129^223	123^ 71^	227 122^								
		9.30 - 10.00							A	12.0	23	875	1944	731 317	840 344	490 449	149 264		696 243	428 392	105^220	177 113^	231 128^								
		10.00 - 10.30							A	12.8	24	933	1680	723 282	801 317	457 437	126^255		604 215	383 373	66^166	171 120^	104^ 80^								
		10.30 - 11.00							A	12.8	24	933	1745	777 318	866 304	493 476	115^283		642 187	394 390	75^195	145 103^	92^ 80^								
CBS WEDNESDAY NIGHT MOVIE 29 187																															
2	WED.	9.00P	120	CBS	FF		97		B	17.4	29	1268	2171	957 393	1032 465	676 508	168^270		736 222^	443 443	106^197^	110^ 63^	293 171^								
		9.00 - 9.30							A	13.6	27	991	2219	921 364	1021 446	660 512	171^262		723 233	439 423	102^191^	158^ 91^	317 181^								
		9.30 - 10.00							A	14.0	26	1021	2121	914 368	976 426	659 541	153^221		647 212	395 403	98^172^	140^ 77^	358 271								
		10.00 - 10.30							A	16.0	30	1166	2121	914 368	976 426	659 541	153^221		647 212	395 403	98^172^	140^ 77^	358 271								
		10.30 - 11.00							A	16.2	30	1181	2046	883 385	939 403	632 552	152^211		639 199	389 420	94^164^	115^ 64^	353 268								
CHARLIE'S ANGELS 36 211 210																															
	WED.	9.00P	60	ABC	PD		99	99	A	18.0	34	1312	1986	691 279	761 312	439 389	119 250		544 239	358 282	84^147	274 147	407 339								
		9.00 - 9.30							B	23.8	38	1735																			
		9.00 - 9.30							A	17.1	34	1247	1998	692 284	774 310	442 388	118 266		520 232	346 264	78^142	277 150	427 377								
9.30 - 10.00																															
CHICO AND THE MAN 18 186 185																															
	FRI.	8.30P	30	NBC	CS		93	92	B	13.2	23	962	1434	656 204	760 156^	298 306	117^400		429 119^	215 203	86^167	134^101^	111^ 88^								
CHIPS 8 207 206																															
	THU.	8.00P	60	NBC	OP		97	99	A	12.5	29	919	2039	631 167	756 310	444 341	81^236		673 336	457 294	77^155	313 129^	297 193								
		8.00 - 8.30							B	13.1	28	955																			
		8.30 - 9.00							A	12.1	29	882	2101	654 167	780 305	450 338	86^255		706 355	475 303	78^162	309 116^	306 195								
		8.30 - 9.00							A	13.1	29	955	1966	610 164	729 313	437 338	77^220		640 318	436 283	77^149	312 140	285 192								
CLASS OF '65 17 183																															
2	THU.	10.00P	60	NBC	GD		94		A	11.4	21	831	2000	682 257^	768 394	494 456	124^148^		612 366	416 318	56^134^	394 198^	226^ 168^								
		10.00 - 10.30							B	16.3	28	1188																			
		10.30 - 11.00							A	10.8	20	787	1995	654 252^	752 395	483 438	116^144^		558 343	381 281^	58^120^	434 214^	251^ 205^								
		10.30 - 11.00							A	11.9	22	868	2007	712 263^	785 396	506 473	129^151^		659 388	446 349	58^149^	359 183^	204^ 134^								
C.P.O. SHARKEY 5 184 183																															
	FRI.	8.00P	30	NBC	CS		93	90	B	9.7	24	707	1631	709 297	781 204	409 365	105^302		562 257	349 270	97^164	99^ 40^	189 120^								
EIGHT IS ENOUGH 34 202 204																															
	WED.	8.00P	60	ABC	CS		99	99	A	13.7	31	999	1994	716 287	796 359	499 372	108^248		419 202	296 213	48^104^	231 134	548 384								
		8.00 - 8.30							B	20.5	34	1494																			
		8.30 - 9.00							A	12.6	30	919	1991	708 280	774 342	472 350	100^249		434 201	303 217	42^112^	240 142	543 366								
		8.30 - 9.00							A	14.8	32	1079	1986	722 292	812 371	520 394	111 244		405 203	286 210	52^ 97^	219 126	550 401								
FANTASY ISLAND 16 198																															
1	SAT.	10.00P	60	ABC	A		99		A	18.3	38	1334	2051	729 298	783 328	521 415	102^217		537 224	357 386	80^102^	362 169^	369 268								
		10.00 - 10.30							B	20.1	39	1465																			
		10.30 - 11.00							A	18.1	38	1319	2102	737 293	792 328	523 414	110^223		563 240	378 385	90^113^	350 171^	397 285								
		10.30 - 11.00							A	18.5	39	1349	1995	720 303	774 329	521 417	91^207		510 209	337 385	69^ 89^	370 164^	341 249								
FREE COUNTRY 3 193 196																															
	SAT.	8.00P	30	ABC	CS		99	99	A	8.5	23	620	1716	632 279	731 226	370 352	146^309		530 209	297 259	103^194	196 109^	259 137^								
		8.00 - 9.00							B	9.4	26	685																			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
							WK 1	WK 2							TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																																
GOOD TIMES						5	188	182		A	12.0	25	875	1768	673	355	831	390	546	419	105^248	504	172	295	270	80^156	133^ 52^	300	169			
MON.										B	13.8	28	1006																			
HAPPY DAYS						38	213	201		A	16.2	38	1181	2083	686	267	769	315	486	429	98^194	685	343	437	350	92^175	213	121	416	245		
TUE.										B	28.7	47	2092																			
HARDY BOYS/NANCY DREW						31	191	189		A	9.5	23	693	2325	663	273	749	351	479	372	128^233	558	228	356	333	123^151^	321	198	697	451		
SUN.										B	14.6	26	1064																			
7.00 - 7.30										A	8.7	22	634	2323	662	274	757	362	467	356	137^255	571	227	341	311	135^174^	310	191	685	441		
7.30 - 8.00										A	10.4	24	758	2297	657	267	732	340	484	381	120^209	535	225	363	342	115^131^	325	196	705	457		
HAWAII FIVE-O						28	196	199		A	16.2	32	1181	1828	806	292	892	247	417	384	132	397	627	168	321	314	110	260	116	50^	193	127
THU.										B	19.6	32	1429																			
9.00 - 9.30										A	15.0	31	1094	1805	804	297	897	242	408	377	134	410	612	157	307	296	107^264	107^ 51^	189	117		
9.30 - 10.00										A	17.4	33	1268	1840	804	287	884	251	424	386	127	383	640	177	333	331	114	257	121	46^	195	134
HEADLINERS-DAVID FROST						5	198			A	10.4	20	758	1673	775	317	794	217^	415	448	169^314	496	172^	252^278^	73^153^	189^ 76^	194^ 105^					
1 WED.										B	11.1	20	809																			
9.00 - 9.30										A	10.1	20	736	1708	766	286^	784	219^	410	430	167^326	509	159^	244^292^	68^164^	178^ 72^	237^ 136^					
9.30 - 10.00										A	10.7	20	780	1622	778	340	796	214^	415	462	171^300^	477	182^	255^258^	80^143^	197^ 80^	152^ 74^					
HOW THE WEST WAS WON						2	198	196		A	9.9	22	722	2324	832	259	893	365	551	483	121^240	732	321	523	455	109^158^	253	163^	446	341		
SUN.										B	9.9	22	722																			
8.00 - 8.30										A	9.6	22	700	2380	840	252	907	376	548	483	136^245	747	335	530	462	105^157^	260	174	466	347		
8.30 - 9.00										A	10.2	22	744	2251	813	258	867	353	547	479	106^228	716	306	513	447	113^158^	243	149^	425	335		
JAMES AT 16						20	180	178		A	11.4	22	831	1951	560	192	648	373	482	332	68^131^	511	273	375	230	35^127^	449	225	343	249		
1 THU.										B	13.0	22	948																			
2 THU.										A	10.0	21	729	1894	552	208	651	363	452	341	87^136^	481	269	343	216	51^123^	452	213	310	250		
9.00 - 9.30										A	11.5	22	838	1993	531	185	627	366	450	337	68^129^	465	256	341	217	30^110^	515	258	386	277		
9.30 - 10.00										A	12.6	23	919	1972	566	192^	633	347	505	305	52^128^	536	264	410	239^	30^126^	401	217^	402	256		
10.00 - 10.30										A	12.8	24	933	1927	596	184^	670	410	549	318	52^121^	603	322	443	262	29^160^	392	203^	262	186^		
JEFFERSONS						5	190	181		A	12.4	28	904	1709	646	272	764	335	456	360	106^264	513	175	281	258	94^176	147	64^	285	143		
MON.										B	13.6	30	991																			
LAVERNE AND SHIRLEY						34	217			A	14.6	35	1064	2149	732	284	842	395	557	481	101^221	698	359	447	404	109^165^	257	123^	352	232		
1 TUE.										B	29.5	47	2151																			
LAVERNE AND SHIRLEY(B)						200				A	13.8	30	1006	1991	667	301	756	281	444	392	74^227^	597	263	374	352	56^163^	260	150^	378	330		
2 MON.										A	12.3	27	897	2010	697	301	786	282	449	400	84^259^	579	243^	357	342	44^161^	262	159^	383	325		
8.00 - 8.30										A	15.3	32	1115	1961	638	299	727	278	439	382	65^198^	608	278	386	359	63^163^	254	140^	372	333		
8.30 - 9.00										B	16.6	28	1210																			
LIFE-TIMES-GRIZZLY ADAMS						25	210	212		A	12.5	28	911	1888	767	263	854	265	416	385	144	357	542	143	219	236	70^238	172	51^	320	188	
WED.										B	16.6	28	1210																			
8.00 - 8.30										A	12.1	28	882	1912	758	242	864	260	415	376	148	377	545	151	229	238	72^233	171	58^	332	179	
8.30 - 9.00										A	12.9	28	940	1859	769	280	839	268	417	392	143	337	539	136	212	238	67^240	171	43^	310	198	
LITTLE HOUSE-PRAIRIE						35	218	218		A	14.4	31	1050	1938	826	261	899	252	443	405	130	382	543	147	231	221	109^243	214	121	282	205	
MON.										B	22.3	35	1626																			
8.00 - 8.30										A	13.4	30	977	1887	808	245	896	247	440	393	137	388	534	138	215	208	111^247	201	108^	256	186	
8.30 - 9.00										A	15.5	33	1130	1955	831	270	891	252	441	411	123	373	539	150	236	227	103^234	222	128	303	218	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1978 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
															WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. % %	AVG. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	WOMEN				
18- 34	18- 49	25- 54	55- 64	55+	18- 34	18- 49	25- 54	55- 64	55+																									
EVENING CONT'D																																		
LOU GRANT										16	204	202	A 18.0	35	1312	1918	777	315	863	397	618	470	86^201	595	211	349	314	90^200	269	125	191	166		
MON. 10.00 - 10.30													B 18.9	32	1378	1909	758	311	845	397	603	454	84^202	588	215	349	302	92	199	265	121	211	171	
10.30 - 11.00													A 18.1	34	1319	1916	792	317	875	398	630	481	90^199	594	203	347	330	86^193	275	129	172	159		
LOVE BOAT										21	195	198	A 17.9	39	1305	2072	727	289	791	319	505	422	91^232	605	236	406	352	81^155	268	127	408	290		
SAT. 9.00 - 9.30													B 20.7	39	1509	2042	708	287	780	320	498	408	86^233	594	235	404	347	72^147	258	115	410	277		
9.30 - 10.00													A 16.8	38	1225	2098	744	289	803	319	510	433	96	232	610	235	405	353	88	163	409	304		
MAJOR LEAGUE ALLSTAR PRE(S)											205		A 18.7	38	1363	1954	651	227	692	250	420	359	82^186	819	252	444	413	131^295	178	65^	265	183		
2 TUE. 8.30P 15 ABC SC											99																							
MAJOR LEAGUE ALLSTAR GAME(S)											205		A 26.1	47	1903	1867	620	222	650	220	385	333	89^209	870	291	461	415	183	334	202	47^	145	115^	
2 TUE. 8.45P 187 ABC SE											99																							
9.00 - 9.30													A 23.7	43	1728	1836	590	204	619	202	353	310	97^211	843	246	413	382	188	349	211	46^	163	115^	
9.30 - 10.00													A 26.8	46	1954	1834	589	200	621	201	361	308	93^203	888	296	470	412	187	343	197	54^	128	104^	
10.00 - 10.30													A 28.4	47	2070	1878	624	216	650	220	378	318	92^223	865	294	462	411	180	332	211	62^	152	122	
10.30 - 11.00													A 27.9	47	2034	1941	647	241	673	231	402	365	85^209	895	312	487	448	177	323	209	53^	164	139	
11.00 - 11.30													A 27.4	50	1997	1779	597	240	633	220	386	338	78^194	865	303	475	421	187	324	173	31^	108^	94^	
11.30 - 12.00													A 25.6	56	1866	1930	662	240	686	224	419	367	75^207	880	314	471	425	187	336	243	29^	121^	100^	
MAN FROM ATLANTIS										14	194	195	A 9.9	22	722	2100	770	205	872	261	443	348	135^385	574	263	338	245	84^173	342	143^	312	264		
TUE. 8.00P 60 NBC SF											99	99	B 12.3	21	897																			
8.00 - 8.30													A 8.5	20	620	1998	727	176^	838	232	402	328	152^396	554	224	300	232	96^194	341	130^	265	259		
8.30 - 9.00													A 11.2	24	816	2190	810	221	902	282	477	364	125^381	593	293	370	258	79^160	345	154	350	267		
M*A*S*H										21	205	204	A 17.5	34	1276	1902	688	294	814	382	510	373	103	253	592	248	350	314	87^188	196	107	300	207	
MON. 9.00P 30 CBS CS											99	99	B 23.5	37	1713																			
NBC MONDAY NIGHT MOVIES										36	205	204	A 14.9	29	1086	1811	860	316	911	328	522	451	131	299	574	204	331	361	74^152	142	69^	184	150	
1 MON. 9.00P 120 NBC FF											99	99	B 21.2	34	1545																			
2 MON. 9.00P 112																																		
9.00 - 9.30													A 13.4	26	977	1759	808	272	869	285	464	405	121^313	543	156	272	319	70^165	175	115^	172	145		
9.30 - 10.00													A 14.6	27	1064	1871	850	310	898	309	485	434	131	312	569	195	309	354	73^157	165	79^	239	145	
10.00 - 10.30													A 16.1	30	1174	1798	876	357	928	347	559	478	133	284	586	221	356	376	81^149	112	47^	172	163	
10.30 - 11.00													A 15.8	31	1152	1799	892	319	938	366	573	481	138	284	594	247	387	387	72^137	122	45^	145	140	
NBC NEWS UPDATE-M-F										187	168	166	A 9.9	21	722	1947	729	209	810	244	399	343	117	350	584	228	335	274	80^187	265	121	288	204	
M-F 8.58P 1 NBC N											84	83	B 15.1	25	1101																			
NBC NEWS UPDATE-SAT.										38	185	179	A 10.1	25	736	2304	806	267	853	332	507	421	108^277	707	219	417	339	129^230	279	104^	465	308		
SAT. 8.58P 1 NBC N											90	89	B 15.2	28	1108																			
NBC NEWS UPDATE-SUN.										38	180	181	A 12.8	27	933	2013	762	259	839	346	523	395	116^261	689	280	471	425	62^163	192	61^	293	144		
SUN. 8.58P 1 NBC N											89	89	B 17.5	28	1276																			
NBC NIGHTLY NEWS-SAT.										36	150	156	A 5.1	15	372	1556	766	220^	817	206^	424	308^	98^364	643	192^	380	280^	64^263^	53^	LT	43^	17^		
SAT. 6.30P 30 NBC N											84	86	B 7.4	17	539																			
NBC NIGHTLY NEWS-SUN.										32	148	149	A 5.4	15	394	2117	840	225^	947	214^	407	343	173^489	752	313	487	260^	104^257^	76^	17^	342	258^		
SUN. 6.30P 30 NBC N											77	77	B 7.0	15	510																			
NBC NIGHTLY NEWS										189	205	205	A 9.8	25	714	1626	742	189	818	192	345	353	159	390	620	176	320	303	91	265	93	44^	95	78^
M-F 6.30P 30 NBC N											99	99	B 12.6	25	919																			





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1ST JULY 1978 REPORT

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WK	START	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
EVENING CONT'D																														
ROCKFORD FILES					33	202	206	A	15.5	33	1130	1717	704	191	781	209	376	395	141	330	562	165	299	297	110	208	186	116	188	147
FRI.	9.00P	60	NBC	PD	99	99		B	17.5	30	1276																			
	9.00 - 9.30							A	14.0	30	1021	1688	693	186	775	200	358	368	150	342	550	152	284	287	118	207	191	130	172	129
	9.30 - 10.00							A	17.0	35	1239	1737	709	192	783	215	389	418	134	318	568	173	307	305	105	209	187	105	199	161
60 MINUTES					41	206	207	A	15.3	37	1115	1612	752	277	854	203	362	347	127	409	677	201	346	345	139	258	59	25	22	6
SUN.	7.00P	60	CBS	DN	99	99		B	22.4	40	1633																			
	7.00 - 7.30							A	14.6	37	1064	1604	764	274	866	198	359	336	132	429	665	195	343	331	136	256	57	25	16	LT
	7.30 - 8.00							A	15.9	37	1159	1617	741	279	844	207	366	353	126	394	687	207	351	359	140	260	59	23	27	8
STARKY AND HUTCH					21	200	200	A	17.8	34	1298	2072	782	337	864	408	616	491	96	201	559	265	402	294	77	118	378	166	271	205
WED.	10.00P	60	ABC	OP	99	99		B	19.2	34	1400																			
	10.00 - 10.30							A	17.7	33	1290	2062	762	334	842	400	592	477	95	198	547	246	386	297	79	118	381	161	292	220
	10.30 - 11.00							A	17.9	34	1305	2072	798	338	881	415	635	508	93	201	570	282	419	288	76	120	373	172	248	188
SWITCH					3	185	183	A	19.2	35	1400	1988	696	298	819	324	531	441	102	223	680	255	422	409	82	187	225	86	264	218
SUN.	10.00P	60	CBS	PD	97	98		B	18.5	35	1349																			
	10.00 - 10.30							A	19.3	35	1407	2032	707	290	829	329	538	449	104	226	707	268	435	420	86	191	224	84	272	225
	10.30 - 11.00							A	19.0	35	1385	1948	689	308	814	322	524	432	100	224	656	241	411	403	74	181	223	90	255	212
TABITHA					3	195		A	10.4	26	758	1367	516	225	589	265	375	291	60	203	309	139	182	156	44	89	192	126	277	183
1 FRI.	8.00P	30	ABC	CS	99			B	11.1	28	809																			
THREE'S COMPANY					37	206		A	15.9	36	1159	2060	676	231	785	311	488	426	109	225	618	230	362	361	111	165	289	153	368	257
1 TUE.	9.00P	30	ABC	CS	99			B	27.2	42	1983																			
THREE'S COMPANY(B)					195			A	16.9	32	1232	1879	621	322	703	287	474	385	100	194	599	276	362	309	69	195	243	117	334	266
2 MON.	9.00P	30	ABC	CS	99																									
TOM AND JOANN(S)					184			A	13.7	26	999	1636	758	294	811	261	466	458	105	257	438	97	221	224	60	171	158	86	229	143
1 WED.	9.00P	60	CBS	GD	95			A	12.6	25	919	1613	765	289	816	250	456	451	102	260	439	85	195	216	63	188	146	83	212	141
	9.00 - 9.30							A	14.7	27	1072	1659	757	297	810	274	478	467	109	255	439	107	244	229	60	161	168	88	242	145
	9.30 - 10.00																													
20/20					4	201		A	10.3	22	751	1818	745	349	785	258	478	471	110	230	723	260	403	408	163	243	183	95	127	87
1 TUE.	10.00P	60	ABC	DN	99			B	12.9	24	940																			
	10.00 - 10.30							A	11.0	24	802	1878	740	354	776	252	468	472	109	227	748	250	402	436	163	248	195	111	159	110
	10.30 - 11.00							A	9.6	21	700	1727	752	342	795	268	491	469	109	232	685	267	397	368	162	236	161	71	86	58
20/20(B)					193			A	12.4	22	904	1754	709	272	721	245	471	472	108	193	672	263	410	375	88	234	183	57	178	122
2 MON.	10.00P	60	ABC	DN	99			A	12.6	22	919	1794	698	279	705	249	475	470	108	178	690	289	443	388	86	220	182	58	217	157
	10.00 - 10.30							A	12.2	22	889	1697	714	263	731	239	464	470	108	207	645	231	368	361	89	245	186	57	135	86
	10.30 - 11.00																													
WALTONS					34	206	205	A	11.6	27	846	1708	856	284	951	270	404	369	158	483	482	116	183	191	89	248	69	35	206	133
THU.	8.00P	60	CBS	GD	99	99		B	19.0	32	1385																			
	8.00 - 8.30							A	11.0	27	802	1661	846	279	941	251	381	353	154	500	483	121	187	206	86	237	53	25	184	121
	8.30 - 9.00							A	12.2	27	889	1735	860	287	952	283	420	383	160	465	477	112	178	180	89	254	83	44	223	142
WELCOME BACK, KOTTER					38	200	198	A	11.9	29	868	1827	633	314	687	300	475	355	91	182	473	243	340	262	65	118	214	139	453	288
THU.	8.00P	30	ABC	CS	99	98		B	18.7	32	1363																			
WHAT'S HAPPENING					8	192	194	A	13.0	29	948	1963	642	280	728	324	510	408	89	179	469	208	300	249	69	130	264	150	502	325
THU.	8.30P	30	ABC	CS	99	99		B	16.7	32	1217																			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1978 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
															K E Y		AVG. AUD. SHARE % %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- ING HOUSE WOM.		WOMEN					MEN
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2							TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11		
EVENING CONT'D																														
WONDER WOMAN 34 188										A 12.6 30 919	1927	590 234^	721 268	366 301	111^295	537 227^	320 254^	122^181^	199^ 97^	470 277										
1 FRI. 8.00P 90 CBS SF 96										B 14.8 27 1079																				
8.00 - 8.30										A 10.7 27 780	2026	679 268^	828 316	401 312	131^364	563 239^	314 237^	136^203^	188^102^	447 243										
8.30 - 9.00										A 12.7 31 926	1857	554 250^	691 241^	334 280	111^305	491 208^	292 219^	111^173^	193^101^	482 267										
9.00 - 9.30										A 14.4 32 1050	1913	555 195^	664 251	366 310	97^235	558 239	352 293	119^170^	213^ 92^	478 315										
WONDERFUL WORLD OF DISNEY 36 211 211										A 10.3 25 751	2033	713 174	801 289	457 372	152^278	636 220	382 299	117^235	155^ 35^	441 239										
SUN. 7.00P 60 NBC FV 99 99										B 15.7 27 1145																				
7.00 - 7.30										A 9.6 24 700	1910	710 166^	791 275	432 365	151^290	580 174	332 270	112^234	136^ 25^	403 223										
7.30 - 8.00										A 11.1 26 809	2104	708 180	798 297	476 375	149 263	675 255	419 322	120^231	164 40^	467 252										
*LATE FRINGE																														
ABC WEEKEND NEWS-SATURDAY 38 148 150										A 6.8 15 496	1663	732 234^	756 304	467 441	111^219^	688 298	479 431	100^171^	141^ 44^	78^ 61^										
SAT. 11.00P 15 ABC N 89 89										B 7.8 17 569																				
ABC WEEKEND NEWS-SUNDAY 36 141 151										A 4.5 13 328	1314	585 210^	606 261^	335^268^	102^232^	543 233^	349^248^	43^161^	76^ 40^	89^ 89^										
1 SUN. 11.53P 15 ABC N 86 93										B 6.0 14 437																				
2 SUN. 11.00P 15																														
BARETTA-11:30PM 35 158										A 5.9 19 430	1765	732 226^	763 148^	279^312^	67^382^	448^226^	295^247^	LT 118^	279^184^	275^ 141^										
1 FRI. 11.30P 65 ABC OP 92										B 6.9 23 503																				
11.30 - 12.00										A 6.0 18 437	1700	699 201^	724 137^	265^277^	48^388^	432^198^	262^229^	LT 136^	291^181^	253^ 137^										
12.00 - 12.30										A 5.9 21 430	1807	758 244^	788 146^	275^342^	83^376^	444^237^	303^241^	LT 104^	268^174^	307^ 153^										
CBS SUNDAY NEWS-BRADLEY 38 135 134										A 8.3 18 605	1595	684 249	721 246	398 364	124^256	610 142^	279 316	113^239	87^ LT	177^ 102^										
SUN. 11.00P 15 CBS N 78 78										B 7.7 17 561																				
D. HARTMAN NEW BEGINNINGS(S) 175										A 3.4 15 248	1415	303^114^	303^120^	201^131^	LT 76^	705^386^	567^410^	65^138^	40^ 40^	367^ 367^										
1 TUE. 12.03A 59 ABC CC 97										A 4.0 15 292	1517	428^155^	428^147^	294^240^	22^ 88^	743^424^	626^438^	56^117^	75^ 75^	271^ 271^										
12.00 - 12.30										A 2.9 14 211	1360	165^ 62^	165^104^	104^ LT	LT 61^	683^356^	522^393^	75^161^	LT LT	512^ 512^										
12.30 - 1.00																														
LATE MOVIE I 180 163 162										A 6.9 26 503	1626	760 296	812 366	556 462	104^174	581 270	416 349	83^116^	164 93^	69^ 65^										
1 M & TU 11.30P 104 CBS FF 90 90										B 6.3 26 459																				
WED. 11.30P 70																														
THU. 11.30P 37																														
1 FRI. 11.30P 100																														
2 MON. 11.30P 96																														
2 TUE. 11.30P 106																														
2 FRI. 11.30P 98																														
11.30 - 12.00										A 7.5 23 547	1704	761 307	831 371	582 478	89^169	596 252	392 347	97^143	175 98^	102^ 97^										
12.00 - 12.30										A 6.7 26 488	1633	758 298	810 354	549 460	108^180	586 289	438 377	74^ 98^	159 100^	78^ 78^										
12.30 - 1.00										A 6.6 31 481	1593	762 285	819 375	571 465	121^177	575 306	455 333	71^ 89^	163 91^	36^ 12^										
LATE MOVIE II 102 165 162										A 4.7 28 343	1522	691 314	714 297	451 423	108^178	472 201	344 274	88^102^	201 102^	135^ 135^										
1 TUE. 1.14A 30 CBS FF 90 90										B 4.5 28 328																				
1 WED. 12.40A 58																														
1 THU. 12.07A 53																														
2 TUE. 1.16A 30																														
2 WED. 12.40A 54																														
2 THU. 12.07A 52																														
12.00 - 12.30										A 6.7 26 488	1670	688 313	731 320	484 448	105^180^	476 205^	325 259	95^105^	260 146^	203^ 203^										
12.30 - 1.00										A 5.0 27 365	1671	779 362	809 403	547 480	98^172	432 218	312 223	81^102^	243 114^	187 187										
1.00 - 1.30										A 3.7 28 270	1348	718 326^	718 237^	384^432^	119^182^	479 134^	323^250^	93^131^	107^ 41^	44^ 44^										





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1978 REPORT

PROGRAM NAME WK # DAY START TIME DUR NET TYPE										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		WOMEN					MEN								
										K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
LATE FRINGE CONT'D																													
TOMORROW SHOW																													
1 M-W 1.00A 45 NBC CC 97 97																													
1 THU. 1.15A 45																													
2 M-TH 1.00A 45																													
1.00 - 1.30																													
1.30 - 2.00																													
TONIGHT SHOW																													
1 M & TU 11.30P 78 NBC GV 99 99																													
1 WED. 11.30P 75																													
1 TH & F 11.45P 76																													
2 MON. 11.30P 75																													
2 TU & W 11.30P 78																													
2 TH & F 11.30P 80																													
11.30 - 12.00																													
12.00 - 12.30																													
12.30 - 1.00																													
TUESDAY MOVIE OF THE WEEK																													
2 TUE. 12.23A 86 ABC FF 95																													
12.30 - 1.00																													
1.00 - 1.30																													
WED. MYSTERY OF THE WEEK																													
36 156 158																													
1 WED. 12.33A 58 ABC SM 93 93																													
2 WED. 12.36A 82																													
12.30 - 1.00																													
1.00 - 1.30																													
1.30 - 2.00																													
WIMBLEDON TENNIS-THU.(S)																													
1 THU. 11.30P 15 NBC SE 99																													
WIMBLEDON TENNIS-FRI.(S)																													
1 FRI. 11.30P 15 NBC SE 99																													
WORLD TEAM TENNIS(S)																													
2 FRI. 11.30P 152 ABC SE 81																													
11.30 - 12.00																													
12.00 - 12.30																													
12.30 - 1.00																													
1.00 - 1.30																													
1.30 - 2.00																													
WEEKDAY DAYTIME																													
ALL IN THE FAMILY M-F																													
M-F 3.30P 30 CBS CS 98 99																													
ALL MY CHILDREN																													
M-F 1.00P 60 ABC DD 98 98																													
1.00 - 1.30																													
1.30 - 2.00																													
ANOTHER WORLD																													
CONT'D																													
186 206 205																													





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
										HOUSEHOLD AUDIENCES																					
WK #	DAY	START TIME	DUR	NET TYPE	PROG	NO. OF STATIONS & PROGRAM COVERAGE		K E Y		AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																															
GUIDING LIGHT						156	189	191	A	6.8	25	496	1458	813	177	941	251	457	392	158	419	232	38^	97^	89^	31^119^	181	108^	104^	59^	
M-F						2.30P	60	CBS DD	99	99	B	7.7	28	561																	
2.30 - 3.00									A	6.9	26	503	1404	828	191	946	254	470	410	152	410	208	32^	90^	83^	19^105^	165	106^	85^	40^	
3.00 - 3.30									A	6.8	25	496	1472	788	159	916	243	430	368	162	420	243	40^	99^	90^	38^125	191	108^	122	75^	
HAPPY DAYS M-F						188	167	167	A	8.2	36	598	1833	422	154	479	264	369	270	25^	66^	273	180	200	123	20^	45^	467	290	614	423
M-F						11.00A	30	ABC CS	95	95	B	6.3	30	459																	
HOLLYWOOD SQUARES						185	181	185	A	5.6	27	408	1488	721	179	775	178	321	372	94^344		378	148	198	164	52^150	188	108^	147	104^	
M-F						10.30A	30	NBC QP	94	94	B	5.3	27	386																	
LOVE OF LIFE						188	183	183	A	5.2	22	379	1398	818	195	852	350	527	436	102^279		193	61^	87^	64^	42^	92^	163	103^	190	127^
M-F						11.30A	30	CBS DD	97	97	B	5.8	26	423																	
MAGAZINE(S)						189			A	4.2	20	306	1408	648^	68^	719^242^	329^280^	96^341^				226^	16^	127^111^	32^	99^	271^	98^	192^	98^	
1 THU.						10.30A	60	CBS DN	98																						
10.30 - 11.00									A	4.4	22	321	1352	646^	90^	720^283^	349^284^	115^321^				186^	15^	74^	59^	35^112^	227^	84^	219^	112^	
11.00 - 11.30									A	4.0	19	292	1438	641^	38^	706^191^	302^272^	72^360^				263^	17^	181^164^	32^	82^	314^113^	155^	76^		
MATCH GAME '78						125	148	150	A	5.6	20	408	1434	685	194	763	214	336	306	140^334		352	93^	132^	89^	66^183	147	88^	172	116^	
M-F						4.00P	30	CBS QP	80	81	B	5.8	18	423																	
NEW HIGH ROLLERS						50	194	195	A	5.2	23	379	1406	740	105^	825	112^	238	280	142^496		340	90^	135^	97^	75^190	77^	61^	164	101^	
M-F						11.00A	30	NBC QG	98	98	B	5.1	26	372																	
NEW TIC TAC DOUGH						10	150	156	A	4.0	22	292	1630	552	82^	620	178^	294	271	140^284		313	93^	134^	93^	65^155^	259	72^	438	309	
M-F						10.00A	30	CBS QG	83	84	B	4.0	22	292																	
ONE LIFE TO LIVE						115	188	189	A	7.4	28	539	1456	818	157	902	441	616	549	81^216		227	116	140	83^	52^	77^	192	158	135	113
M-F						2.00P	60	ABC DD	99	99	B	7.1	26	518																	
2.00 - 2.30									A	7.1	26	518	1425	769	152	864	448	597	505	82^208		242	141	155	91^	52^	76^	190	162	129	101^
2.30 - 3.00									A	7.6	28	554	1475	865	158	937	431	629	587	83^229		205	91^	119	74^	53^	75^	195	155	138	123
PRICE IS RIGHT 1						127	179	183	A	6.0	29	437	1622	660	121^	692	206	377	350	73^269		248	68^	112^	75^	41^118^	262	108^	420	304	
1 MTUWF						10.30A	30	CBS AP	92	92	B	5.7	29	416																	
2 M-F						10.30A	30																								
PRICE IS RIGHT 2						132	180	183	A	6.5	28	474	1612	755	148	804	270	456	387	56^303		249	55^	105^	86^	22^126	215	88^	344	232	
1 MTUWF						11.00A	30	CBS AP	92	92	B	6.1	28	445																	
2 M-F						11.00A	30																								
RYAN'S HOPE						189	181	180	A	6.8	27	496	1548	754	193	898	472	672	497	71^167		240	99^	153	140	34^	60^	254	211	156	113^
M-F						12.30P	30	ABC DD	96	96	B	6.9	28	503																	
SANFORD AND SON M-F						50	165	166	A	4.8	19	350	1597	491	143^	543	100^	190	186	119^316		363	164^	236	120^	33^112^	363	162^	328	284	
M-F						12.00N	30	NBC CS	81	81	B	3.9	17	284																	
SEARCH FOR TOMORROW						187	188	189	A	6.2	25	452	1544	878	239	931	301	496	414	124^369		236	49^	97^	83^	42^124^	217	161	160	100^	
M-F						12.30P	30	CBS DD	97	97	B	7.2	30	525																	
TODAY SHOW-7.30AM						189	215	215	A	3.4	31	248	1266	727	145^	779	94^	231^266	186^496		347	79^	133^	94^	105^214^	32^	19^	108^	77^		
M-F						7.30A	30	NBC N	99	99	B	4.2	28	306																	
TODAY SHOW-8.30AM						190	211	211	A	3.3	27	241	1627	846	257	921	137^	364	407	157^452		431	53^	214^174^	101^217^	113^	33^	162^	141^		
M-F						8.30A	30	NBC N	99	99	B	4.6	29	335																	
\$20,000 PYRAMID						115	161	163	A	5.7	23	416	1719	728	233	853	389	516	416	119^241		275	77^	149	138^	67^108^	339	248	252	177	
M-F						12.00N	30	ABC QG	87	89	B	5.3	22	386																	

37





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1978 REPORT

PROGRAM NAME											AUDIENCE COMPOSITION																		
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		



FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)	TOTAL 6-11
WEEKEND DAYTIME CONT'D																													
WIMBLEDON TENNIS F-CONT'D																													
		4.00 -	4.30					A	8.8	33	642	1688	566 158^	594 282^	429 312^	31v101^				868 459	625 525	76v181^			90v 39v	136^ 113^			
		4.30 -	5.00					A	8.2	31	598	1627	557 207^	588 220^	415 410	32v 99v				854 460	595 479	87v186^			57v LT	128^ 84v			
		5.00 -	5.30					A	5.7	22	416	1615	590 195^	604 200^	397^344^	47v163^				724 302^	435^326^	125v236^			210^ 57v	77v 51v			
		5.30 -	6.00					A	4.8	18	350	1486	609^211^	657^242^	412^371^	43v180^				572^214^	321^286^	95v206^			134v134v	123v 69v			
		6.00 -	6.30					A	4.8	16	350	1400	561^172v	598^236^	310^304^	74v222^				620^209^	346^137v	102v274^			56v 56v	126v 126v			
WORLD INVITATIONAL TENNIS										9	160 158	A	2.1	8	153	1542	517^236^	595^143v	248^275^	143v229^	523^222^	359^327^	84v151v	209^ 39v	215^ 144v				
1	SUN.	4.30P	90	ABC	SE	90	83	B	2.6	10	190																		
2	SUN.	2.30P	90																										
		2.30 -	3.00					A	1.7	6	124	1508^	315v185v	379v 64v	129v 65v	105v250v				556^193v	314v314v	170v242v			347v LT	226v 226v			
		3.00 -	3.30					A	2.1	8	153	1556	197v164v	236v 40v	171v131v	65v 65v				615^261v	418^437^	106v178v			457^ 91v	248v 248v			
		3.30 -	4.00					A	2.3	8	168	1435	168v120v	209v 41v	155v114v	54v 54v				701^261v	458^465^	113v213v			393^ 77v	132v 132v			
		4.30 -	5.00					A	2.6	10	190	1411	716^237v	795^269v	326^237v	268v411^				237v110v	168v162v	LT 69v			LT LT	379^ 153v			
		5.00 -	5.30					A	1.9	7	139	1309^	878^396v	993^237v	402v590^	159v274v				316v158v	251v251v	LT 65v			LT LT	LT LT			
		5.30 -	6.00					A	2.1	7	153	1791	740^281v	864^178v	262v491^	150v262v				639^333v	515^268v	59v124v			45v 45v	243v 112v			

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JUL. 3, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						18,520 25.4														
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)						9,480														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						13.0 28 10.0	10.3* 25* 10.6	11.6* 26* 11.9	12.9* 28* 13.2	14.1* 29* 14.2	15.0* 31* 15.0	14.3 30* 14.1								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,810 16.2	11,150 15.3	16,550 22.7	16,330 22.4	15,480 22.6										
	CBS TV						The Jeffersons (R)	Good Times (R)	M*A*S*H (R)	One Day at a Time (R)	Lou Grant (R)										
	AVERAGE AUDIENCE (Households (000) & %)						10,210 14.0 32 13.4	10,210 14.0 30 13.4	14,580 20.0 41 19.5	14,870 20.4 40 19.7	12,680 17.4 36 18.0	17.6* 36* 17.2	17.2 36* 17.3	17.1							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						13.0 28 10.0	10.3* 25* 10.6	11.6* 26* 11.9	12.9* 28* 13.2	14.1* 29* 14.2	15.0* 31* 15.0	14.3 30* 14.1								
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						14,070 19.3						14,360 19.7								
	NBC TV						Little House On The Prairie (R)					NBC Monday Night Movies "ONCE AN EAGLE" Pt. II (9:00-11:00PM)(R)									
	AVERAGE AUDIENCE (Households (000) & %)						10,420 14.3 32 12.6 19.1	13.4* 30* 14.2	15.2* 33* 15.3	9,480 13.0 26 11.0 19.7	11.4* 23* 11.7	12.6* 25* 12.4	14.0* 28* 13.3 16.8	14.0 28* 14.0	14.3 29* 14.3	14.1* 29* 13.8					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						13.0 28 10.0	10.3* 25* 10.6	11.6* 26* 11.9	12.9* 28* 13.2	14.1* 29* 14.2	15.0* 31* 15.0	14.3 30* 14.1								
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						10,060 13.8 30 11.6	12,340 16.9 32* 13.0	15,340 20.6 32* 15.0	12,320 16.7 32 16.7	11,010 15.1 27 15.1	9,040 12.4 22 12.8	12,680 17.0 22* 15.1	16,990 23.3 22* 18.5	12.6* 22* 12.3	12.0 22* 12.0	12.2* 22* 12.3				
	ABC TV						Laverne and Shirley (R)(B)					Three's Company (R)(B)	Carter Country (OP)(B)	20/20 (B)							
	AVERAGE AUDIENCE (Households (000) & %)						10,060 13.8 30 11.6	12,340 16.9 32* 13.0	15,340 20.6 32* 15.0	12,320 16.7 32 16.7	11,010 15.1 27 15.1	9,040 12.4 22 12.8	12,680 17.0 22* 15.1	16,990 23.3 22* 18.5	12.6* 22* 12.3	12.0 22* 12.0	12.2* 22* 12.3				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						13.0 28 10.0	10.3* 25* 10.6	11.6* 26* 11.9	12.9* 28* 13.2	14.1* 29* 14.2	15.0* 31* 15.0	14.3 30* 14.1								
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						8,890 12.2	8,380 11.5	12,760 17.5	14,510 19.9	16,990 23.3										
	CBS TV						The Jeffersons (R)	Good Times (R)	M*A*S*H (R)	One Day at a Time (R)	Lou Grant (R)										
	AVERAGE AUDIENCE (Households (000) & %)						7,800 10.7 24 10.6	7,220 9.9 21 9.6	10,860 14.9 28 14.2	13,120 18.0 32 16.9	13,560 18.6 34 18.5	18.5* 33* 18.5	18.7 34* 18.5	18.6* 34* 18.5							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						13.0 28 10.0	10.3* 25* 10.6	11.6* 26* 11.9	12.9* 28* 13.2	14.1* 29* 14.2	15.0* 31* 15.0	14.3 30* 14.1								
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						13,710 18.8						18,590 25.5								
	NBC TV						Little House On The Prairie (R)					NBC Monday Night Movies "THE GIRL IN THE EMPTY GRAVE" (9:00-10:52PM)(R)									
	AVERAGE AUDIENCE (Households (000) & %)						10,570 14.5 31 12.7	13.4* 30* 14.0	15.7* 33* 15.3	12,390 17.0 31 15.2	15.4* 29* 15.6	16.6* 29* 16.4	18.2* 32* 18.4	18.1 32* 18.1	18.2 33* 18.2	18.0* 33* 17.3	(2)				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						13.0 28 10.0	10.3* 25* 10.6	11.6* 26* 11.9	12.9* 28* 13.2	14.1* 29* 14.2	15.0* 31* 15.0	14.3 30* 14.1								
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		40.2	39.9	40.7	41.8	42.8	45.1	45.7	47.0	48.2	50.0	50.3	50.7	49.6	48.8	48.4	47.7				
WK 2		43.3	44.3	44.4	44.4	43.9	45.7	47.2	49.0	52.0	54.0	55.4	57.3	56.6	56.0	56.1	52.5				

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. JUL. 4, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					10,940 15.0		12,170 16.7		13,050 17.9		12,030 16.5		10,720 14.7				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,550 13.1		10,640 14.6		11,590 15.9		10,720 14.7		7,510 10.3		11.0*		9.6*
	SHARE OF AUDIENCE %					34		35		36		32		22		24 *		21 *
	AVG. AUD. BY ¼ HR. %					12.2	14.0	14.2	15.0	15.3	16.4	14.9	14.4	11.6	10.4	9.7		9.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)					9,330 12.8				17,280 23.7								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,070 9.7				9,700 13.3								
	SHARE OF AUDIENCE %					24				29								
	AVG. AUD. BY ¼ HR. %					9.3	9.4	9.8	10.2	11.1	10.9	12.3	12.6	14.2	14.8	15.3	15.2	15.2
W E K 1	TOTAL AUDIENCE (Households (000) & %)					7,580 10.4				15,160 20.8								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					5,540 7.6				9,330 12.8								
	SHARE OF AUDIENCE %					19				28								
	AVG. AUD. BY ¼ HR. %					16,480 22.6				29,890 41.0								
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,480 22.6		14,070 19.3		29,890 41.0								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					14,000 19.2		13,630 18.7		19,030 26.1								
	SHARE OF AUDIENCE %					41		38		47								
	AVG. AUD. BY ¼ HR. %					18.0	20.4	18.7	19.4	22.7	24.7	26.2	27.3	28.4	28.3	28.0	27.8	27.9*
W E K 1	TOTAL AUDIENCE (Households (000) & %)					17,570 24.1												
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,650 10.5												
	SHARE OF AUDIENCE %					19												
	AVG. AUD. BY ¼ HR. %					9.5	9.2	10.3	9.9	10.6	10.5	11.4	11.5	11.1	10.9	10.7	10.1	10.4*
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,710 18.8				20,120 27.6								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,890 12.2				12,680 17.4								
	SHARE OF AUDIENCE %					25				30								
	AVG. AUD. BY ¼ HR. %					9.5	10.5	13.3	15.4	14.7	15.5	16.2	17.0	17.6	18.6	19.6	19.6	19.6*
TV HOUSEHOLDS USING TV WK 1		37.4	37.3	37.3	38.4	37.9	38.9	40.9	42.4	43.6	45.3	45.3	45.9	46.3	46.3	45.8	45.8	45.8
(See Def. 1)		42.2	42.8	42.3	44.5	45.5	49.0	51.4	53.1	54.7	56.8	58.1	59.5	60.4	60.3	59.7	58.3	58.3

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. TUE. JUL. 11, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JUL. 5, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,760 17.5				17,350 23.8				16,770 23.0				
		AVERAGE AUDIENCE (Households (000) & %)								8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0
		SHARE OF AUDIENCE %					12.9	11.8*		13.9*	18.2	17.2*		19.1*	18.6	18.5*		18.8*	
		AVG. AUD. BY 1/4 HR. %					29	27 *		30 *	35	34 *		35 *	36	35 *		37 *	
CBS TV	TOTAL AUDIENCE (Households (000) & %)						10,790 14.8				13,850 19.0				9,990 13.7				
	AVERAGE AUDIENCE (Households (000) & %)								7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
	SHARE OF AUDIENCE %						10.4	10.1*		10.7*	13.7	12.6*		14.7*	9.4	10.4*		8.4*	
	AVG. AUD. BY 1/4 HR. %						23	23 *		23 *	26	25 *		27 *	18	20 *		17 *	
NBC TV	TOTAL AUDIENCE (Households (000) & %)						12,170 16.7				11,150 15.3				13,410 18.4				
	AVERAGE AUDIENCE (Households (000) & %)								7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
	SHARE OF AUDIENCE %						12.4	11.9*		13.0*	10.4	10.1*		10.7*	14.6	13.5*		15.6*	
	AVG. AUD. BY 1/4 HR. %						27	28 *		28 *	20	20 *		20 *	28	25 *		31 *	
ABC TV	TOTAL AUDIENCE (Households (000) & %)						14,070 19.3				15,970 21.9				15,310 21.0				
	AVERAGE AUDIENCE (Households (000) & %)								8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0
	SHARE OF AUDIENCE %						14.5	13.4*		15.6*	17.7	17.0*		18.4*	16.9	16.8*		17.0*	
	AVG. AUD. BY 1/4 HR. %						33	32 *		34 *	34	34 *		34 *	32	31 *		32 *	
CBS TV	TOTAL AUDIENCE (Households (000) & %)						9,700 13.3				17,500 24.0								
	AVERAGE AUDIENCE (Households (000) & %)								7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
	SHARE OF AUDIENCE %						6,560	8.6*		9.5*	14.9	13.6*		14.0*		16.0*		16.2*	
	AVG. AUD. BY 1/4 HR. %						9.0	20 *		21 *	28	27 *		26 *		30 *		31 *	
NBC TV	TOTAL AUDIENCE (Households (000) & %)						12,100 16.6				12,250 16.8				12,100 16.6				
	AVERAGE AUDIENCE (Households (000) & %)								7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
	SHARE OF AUDIENCE %						12.5	12.2*		12.7*	12.7	11.8*		13.6*	12.4	12.1*		12.7*	
	AVG. AUD. BY 1/4 HR. %						28	29 *		28 *	24	23 *		25 *	23	23 *		24 *	
TV HOUSEHOLDS USING TV WK 1			41.5	41.6	41.2	42.0	42.3	44.1	46.1	47.8	49.2	51.7	54.0	55.3	53.4	52.9	51.6	50.3	
(See Def. 1)			39.0	39.6	39.9	40.8	41.5	42.7	44.8	47.4	49.6	51.3	53.4	54.5	53.2	53.6	53.5	53.0	

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JUL. 6, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					10,130 13.9		10,940 15.0		14,510 19.9		16,040 22.0						
	ABC TV					Welcome Back, Kotter (R)		What's Happening (R)		Barney Miller(OP) (R)		ABC Summer Movie "ASH WEDNESDAY" (9:30-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)					8,680 11.9		9,990 13.7		12,250 16.8		11,520 15.8						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 11.6	12.3	31 12.9	14.5	34 16.2	17.4	29 14.9	15.4* 29 *		16.3* 30 *	16.1	15.8* 29 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,300 15.5				15,970 21.9				16,550 22.7				
	CBS TV					The Waltons (R)			(OP)	Hawaii Five-0 (R)				Barnaby Jones (R)				
	AVERAGE AUDIENCE (Households (000) & %)					8,600 11.8	10.9*			11,740 16.1	14.7*		13,270 18.2		17.8*	18.3	18.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 10.8	26 * 11.1		12.0	28 * 13.3	30 * 14.3	17.0	33 * 17.9	34 17.6	33 * 17.9	18.3	34 * 18.9	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,590 15.9				14,360 19.7								
	NBC TV					Chips (R)			(OP)	James at 16 (R)								
	AVERAGE AUDIENCE (Households (000) & %)					9,040 12.4	12.0*			8,680 11.9	10.2*		11,880 16.3		12.6*		12.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 12.4	29 * 12.0			23 13.9	21 * 14.8		22 * 15.3	23 * 16.2	23 * 17.0		24 * 17.2	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					10,420 14.3		10,210 14.0		18,590 25.5								
	ABC TV					Welcome Back, Kotter (R)		What's Happening (R)		ABC Summer Movie "RETURN TO FANTASY ISLAND" (9:00-11:00PM)(R)								
	AVERAGE AUDIENCE (Households (000) & %)					8,600 11.8		8,970 12.3		11,810 16.2	14.4*		15.8* 30 *		17.1* 32 *		17.5* 33 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 11.1	12.4	28 12.0	12.5	31 13.9	30 * 14.8	15.3	30 * 16.2	32 * 17.0	32 * 17.2		33 * 17.9	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,080 15.2				14,580 20.0				15,600 21.4				
	CBS TV					The Waltons (R)			(OP)	Hawaii Five-0 (R)				Barnaby Jones (R)				
	AVERAGE AUDIENCE (Households (000) & %)					8,310 11.4	11.0*			11,880 16.3	15.3*		12,390 17.0		17.0*		17.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 11.0	27 * 11.0		11.3	32 14.6	32 * 15.9	17.1	33 * 17.5	32 17.1	32 * 16.9	17.0	32 * 16.9	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					12,470 17.1				10,570 14.5				10,720 14.7				
	NBC TV					Chips (R)			(OP)	James at 16 (R)				What Really Happened to the Class of '65 (R)				
	AVERAGE AUDIENCE (Households (000) & %)					9,330 12.8	12.2*			7,650 10.5	9.8*		8,310 11.4		10.8*		11.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 11.6	30 * 12.8		13.8	21 13.2	20 * 9.6	11.1	21 * 11.2	21 10.5	20 * 11.1		22 * 11.5	
TV HOUSEHOLDS USING TV		WK 1	38.2	39.1	39.0	40.9	40.9	42.5	43.7	45.7	47.6	50.2	51.7	54.3	53.8	54.6	54.5	53.6
(See Def. 1)		WK 2	41.6	41.6	39.1	39.9	39.9	42.2	43.7	45.2	47.5	49.5	51.4	52.9	52.6	53.3	53.3	53.5

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JUL. 7, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)					8,600 11.8		9,260 12.7		12,540 17.2								
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY ¼ HR. %</b>																	
	<b>TOTAL AUDIENCE</b> (Households (000) & %)					7,580 10.4		8,160 11.2		6,420 8.8								
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY ¼ HR. %</b>																	
W E E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)					14,140 19.4						15,020 20.6						
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY ¼ HR. %</b>																	
	<b>TOTAL AUDIENCE</b> (Households (000) & %)					9,190 12.6	10.7*		12.7*		14.4*	13.5	13.8*		13.5*		13.2*	
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY ¼ HR. %</b>																	
W E E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)					8,680 11.9		7,580 10.4		16,180 22.2				16,770 23.0				
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY ¼ HR. %</b>																	
	<b>TOTAL AUDIENCE</b> (Households (000) & %)					7,000 9.6		6,710 9.2		11,150 15.3				13,410 18.4		17.7*		19.2*
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY ¼ HR. %</b>																	
W E E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)					13,120 18.0								6,560 9.0				
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY ¼ HR. %</b>																	
	<b>TOTAL AUDIENCE</b> (Households (000) & %)					7,290 10.0	10.1*		9.9*		9.7*		10.2*	3,570 4.9		5.6*		4.3*
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY ¼ HR. %</b>																	
W E E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)					9,910 13.6		9,400 12.9		15,530 21.3				24,130 33.1				
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY ¼ HR. %</b>																	
	<b>TOTAL AUDIENCE</b> (Households (000) & %)					8,460 11.6		8,460 11.6		11,370 15.6				19,830 27.2		25.8*		28.6*
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY ¼ HR. %</b>																	
<b>TV HOUSEHOLDS USING TV WK 1</b> (See Def. 1)		38.9	39.6	39.3	39.0	38.5	40.3	40.9	41.8	44.2	46.3	47.8	48.3	48.1	48.6	49.2	48.7	
<b>WK 2</b>		38.6	40.7	41.2	41.7	42.6	43.6	44.0	45.3	46.3	48.0	49.1	49.7	49.1	48.6	47.4	47.1	

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JUL. 8, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					7,510 10.3		8,160 11.2		17,200 23.6				16,480 22.6				
	ABC TV					Free Country		ABC Saturday Comedy Special		Love Boat (R)		(OP)		Fantasy Island (R)				
	AVERAGE AUDIENCE (Households (000) & %)					6,340 8.7		7,000 9.6		13,120 18.0		16.8* 37 *		13,340 18.3		18.1* 38 *		18.5* 39 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 8.6		24 9.2	10.1	15.5	18.0	18.8	19.6	18.1	18.1	18.5	18.4	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					9,480 13.0		8,460 11.6		15,750 21.6								
	CBS TV					Bob Newhart Show (R)		Baby, I'm Back (OP) (R)		CBS Saturday Night Movie "THE FRENCH CONNECTION" (9:00-11:09PM)(R)(I)								
	AVERAGE AUDIENCE (Households (000) & %)					8,090 11.1		7,730 10.6		8,310 11.4		12.0* 26 *		11.2* 24 *		11.0* 23 *		11.1* 23 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 10.7	11.5	26 10.3	10.9	24 12.0	11.9	11.4	10.9	11.3	10.8	10.9	11.4	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					12,830 17.6				17,930 24.6								
	NBC TV					Bionic Woman (R)		(OP)		NBC Saturday Night at the Movies "THE HINDENBURG" (9:00-11:30PM)(R)(I)								
	AVERAGE AUDIENCE (Households (000) & %)					9,040 12.4	11.1* 32		13.7* 34 *	9,990 13.7	11.9* 26 *		12.6* 27 *		13.7* 29 *		14.5* 31 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					10.4 10.4	11.7	13.2	14.2	11.8	12.0	12.4	12.8	13.5	13.9	14.1	14.9	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					6,930 9.5		7,580 10.4		15,970 21.9				12,320 16.9				
	ABC TV					Free Country		ABC Saturday Comedy Special		Love Boat (R)		(OP)		Rock Rainbow (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					5,980 8.2		6,630 9.1		12,900 17.7		16.8* 39 *		8,820 12.1		12.9* 28 *		11.3* 25 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 8.1	8.2	23 8.9	9.3	40 15.9	17.7	18.4	18.6	13.5	12.3	11.5	11.1	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					8,750 12.0		9,040 12.4		15,820 21.7								
	CBS TV					Bob Newhart Show (R)		Baby, I'm Back (OP) (R)		CBS Saturday Night Movie "FEAR IS THE KEY" (9:00-11:00PM)(R)								
	AVERAGE AUDIENCE (Households (000) & %)					7,650 10.5		8,090 11.1		9,260 12.7		11.1* 26 *		11.9* 26 *		13.4* 29 *		14.5* 32 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 9.9	11.0	27 10.9	11.3	28 11.4	10.8	11.9	11.9	12.9	14.0	14.6	14.4	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,960 16.4				12,980 17.8								
	NBC TV					Bionic Woman (R)		(OP)		NBC Saturday Night at the Movies "IN THE MATTER OF KAREN ANN GUINLAN" (9:00-11:00PM)(R)								
	AVERAGE AUDIENCE (Households (000) & %)					8,530 11.7	10.8* 30		12.5* 31 *	7,220 9.9	8.0* 19 *		8.7* 19 *		10.8* 23 *		12.3* 27 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					10.6 10.6	11.0	12.5	12.4	8.2	7.7	8.3	9.1	10.5	11.1	12.2	12.4	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		34.6	35.7	36.0	37.8	37.1	37.6	38.7	41.7	44.8	46.3	46.9	47.9	48.0	47.7	47.2	47.6	
WK 2		36.4	37.3	37.1	37.6	37.5	38.4	40.0	40.7	42.8	43.5	45.5	46.4	45.9	46.3	45.7	45.3	

U. S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. JUL. 9, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)	9,480 13.0				9,840 13.5				18,950 26.0								
	<b>ABC TV</b>	Hardy Boys/Nancy Drew Mysteries (R) → (I) → How the West Was Won (R) → (OP) → ABC Sunday Night Movie "DARLING LILI" (9:00-11:53PM)																
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	6,630 9.1	8.2*		10.0*	6,850 9.4	9.4*		9.5*	8,820 12.1	10.1*			10.8*		12.2*		12.3*
	<b>SHARE OF AUDIENCE</b> <b>AVG. AUD. BY ¼ HR.</b>	22 7.6	21* 8.8	9.8	24* 10.1	21 9.2	22* 9.5	9.5	21* 9.4	24 10.2	20* 9.9	10.6	10.9	19*	12.5	21*	12.0	21*
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)	15,160 20.8				12,320 16.9		11,150 15.3		16,260 22.3		17,350 23.8		17,640 24.2				
	<b>CBS TV</b>	60 Minutes → Rhoda (R) → On Our Own (OP) → All In The Family (R) → Alice (R) → Switch																
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	11,520 15.8	15.3*		16.3*	10,420 14.3		10,210 14.0		13,780 18.9		15,380 21.1		14,000 19.2		19.4*		18.9*
	<b>SHARE OF AUDIENCE</b> <b>AVG. AUD. BY ¼ HR.</b>	39 15.2	39* 15.3	16.1	39* 16.5	33 14.2	31 14.4	31 13.7	37 14.3	38 17.7	38 20.1	38 20.2	38 22.0	33 19.3	34* 19.5	34*	33*	33*
W E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)	9,260 12.7				13,490 18.5				22,090 30.3								
	<b>NBC TV</b>	Wonderful World of Disney "THE BOY AND THE BRONX BUSTER" Pt. II (R) → Project U.F.O. (R) → (OP) → Big Event "COLUMBO—MAKE ME A PERFECT MURDER" (9:00-11:00PM)(R)																
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	7,070 9.7	9.1*		10.3*	10,420 14.3	13.3*		15.4*	14,730 20.2	17.6*		19.8*		21.6*		22.0*	
	<b>SHARE OF AUDIENCE</b> <b>AVG. AUD. BY ¼ HR.</b>	24 13.6	23* 9.1		25* 10.3	32 15.0	31* 13.3		34* 15.4	36 20.2	34* 17.6		35* 19.8		38* 21.6		38*	
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)	7,220 9.9	9.1*		10.8*	7,510 10.3	9.7*		10.9*	12,250 16.8	15.0*		17.1*		17.6*		17.8*	
	<b>ABC TV</b>	Hardy Boys/Nancy Drew Mysteries (R) → (I) → How the West Was Won (R) → (OP) → ABC Sunday Night Movie "THE TAKE" (9:00-10:53PM) (2)																
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	7,220 9.9	9.1*		10.8*	7,510 10.3	9.7*		10.9*	12,250 16.8	15.0*		17.1*		17.6*		17.8*	
	<b>SHARE OF AUDIENCE</b> <b>AVG. AUD. BY ¼ HR.</b>	24 8.7	23* 9.1	10.5	25* 11.0	23 9.5	22* 9.8	10.8	23* 11.1	33 14.8	31* 15.2	16.8	33* 17.3	17.4	34* 17.8	18.3	35* 18.3	16.7
W E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)	13,920 19.1				11,590 15.9		11,740 16.1		16,620 22.8		16,690 22.9		18,950 26.0				
	<b>CBS TV</b>	60 Minutes → Rhoda (R) → On Our Own (OP) → All In The Family (R) → Alice (R) → Switch																
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	10,720 14.7	13.9*		15.5*	10,130 13.9		10,420 14.3		14,870 20.4		15,160 20.8		13,920 19.1		19.2*		19.0*
	<b>SHARE OF AUDIENCE</b> <b>AVG. AUD. BY ¼ HR.</b>	35 12.9	35* 14.9	15.4	36* 15.7	32 13.5	31 14.3	31 13.8	42 14.9	40 19.6	40 21.2	40 19.9	40 21.7	37 19.5	37* 18.9	37*	38*	19.4
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)	11,080 15.2				14,140 19.4				13,850 19.0								
	<b>NBC TV</b>	Wonderful World of Disney "THE WHIZ KID AND THE CARNIVAL CAPER" Pt. I (R) → Project U.F.O. (R) → (OP) → Big Event "SEVENTH AVENUE" Pt. I (9:00-11:00PM)(R)																
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	7,950 10.9	10.0*		11.8*	10,720 14.7	14.0*		15.5*	7,070 9.7	8.7*		9.1*		10.2*		10.8*	
	<b>SHARE OF AUDIENCE</b> <b>AVG. AUD. BY ¼ HR.</b>	26 9.7	25* 10.3	11.6	27* 12.0	33 13.6	32* 14.4	15.4	33* 15.5	19 9.2	18* 8.7	9.1	18* 9.0	10.2	20* 10.2	21*	21*	11.2
<b>TV HOUSEHOLDS USING TV</b>		38.2	39.9	41.6	42.4	42.5	43.7	44.9	46.6	49.3	53.3	55.1	57.0	57.3	57.5	57.7	56.9	
<b>(See Def. 1)</b>		39.0	40.8	42.9	43.7	42.8	44.5	45.8	47.3	48.3	49.3	50.8	52.3	51.9	51.7	51.2	49.8	

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "ABC MINUTE MAGAZINE", ABC, (7:58-7:59PM)(SUS.).  
(2) PROMO FILL, ABC, (10:53-11:00PM)(SUS.).



SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
W E K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 2,410 3.3 ABC Sunday Night Movie (1) ABC Weekend News-Sunday																	
	AVERAGE AUDIENCE (Households (000) & %)	2,260 3.1																	
	SHARE OF AUDIENCE %	13.9* 30 *																	
	AVG. AUD. BY ¼ HR. %	13.8	14.0	14.7	3.3	3.0													
E K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 5,610 7.7 CBS Sunday News-Bradley																	
	AVERAGE AUDIENCE (Households (000) & %)	5,470 7.5																	
	SHARE OF AUDIENCE %	15 7.5																	
	AVG. AUD. BY ¼ HR. %	7.5																	
W E K 1	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,590 6.3 NBC Late Night Movie																	
	AVERAGE AUDIENCE (Households (000) & %)	1,970 2.7																	
	SHARE OF AUDIENCE %	12 12 *																	
	AVG. AUD. BY ¼ HR. %	5.9																	
W E K 2	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,300 5.9 ABC Weekend News-Sunday																	
	AVERAGE AUDIENCE (Households (000) & %)	4,300 5.9																	
	SHARE OF AUDIENCE %	14 5.9																	
	AVG. AUD. BY ¼ HR. %	5.9																	
E K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 6,850 9.4 CBS Sunday News-Bradley																	
	AVERAGE AUDIENCE (Households (000) & %)	6,560 9.0																	
	SHARE OF AUDIENCE %	20 9.0																	
	AVG. AUD. BY ¼ HR. %	9.0																	
W E K 2	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,370 6.0 NBC Late Night Movie																	
	AVERAGE AUDIENCE (Households (000) & %)	2,110 2.9																	
	SHARE OF AUDIENCE %	13 3.4																	
	AVG. AUD. BY ¼ HR. %	3.4																	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		50.0	44.0	37.0	31.4	26.7	23.4	19.5	33.4	30.5	27.8	25.1	21.7	19.5	17.2	15.1	12.7		
WK 2		45.2	39.5	32.3	28.6	26.2	24.4	21.4	34.7	31.0	26.7	23.9	20.7	18.7	16.0	14.2	12.4		

U. S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 3-7, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			1,600 2.2					2,620 3.6										
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY ¼ HR. %																		
CBS TV	TOTAL AUDIENCE (Households (000) & %)		1,240 1.7				2,840 3.9								3,650 5.0		5,250 7.2			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
	AVG. AUD. BY ¼ HR. %																			
NBC TV	TOTAL AUDIENCE (Households (000) & %)				2,700 3.7					2,840 3.9					4,160 5.7		4,740 6.5			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
	AVG. AUD. BY ¼ HR. %																			
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)																		
		AVERAGE AUDIENCE (Households (000) & %)																		
		SHARE OF AUDIENCE %																		
		AVG. AUD. BY ¼ HR. %																		
CBS TV	TOTAL AUDIENCE (Households (000) & %)		1,460 2.0				3,130 4.3								3,280 4.5		5,180 7.1			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
	AVG. AUD. BY ¼ HR. %																			
NBC TV	TOTAL AUDIENCE (Households (000) & %)				3,280 4.5					3,280 4.5					4,370 6.0		4,810 6.6			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
	AVG. AUD. BY ¼ HR. %																			
TV HOUSEHOLDS USING TV (See Def. 1)			WK 1	WK 2	3.9	4.9	6.1	7.4	8.7	10.3	11.2	12.7	14.5	15.9	16.8	17.4	18.2	19.7	20.5	21.6
					4.4	5.6	6.9	8.2	9.7	11.4	12.2	13.3	15.0	16.7	17.7	18.5	18.7	19.6	20.2	21.2

U.S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 3-7, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	7,140 9.8		8,020 11.0		4,810 6.6		5,320 7.3		7,650 10.5				6,850 9.4				
AVERAGE AUDIENCE (Households (000) & %)	6,120 8.4		6,850 9.4		4,160 5.7		4,520 6.2		5,690 7.8				5,030 6.9				
SHARE OF AUDIENCE %	37		39		24		25		30				29 *				
AVG. AUD. BY 1/4 HR. %	7.9	8.9	9.1	9.6	5.7	5.8	6.3	6.1	7.6	7.9*	31 *	7.8	7.7*	26	6.6*	7.1	7.1*
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	5,900 8.1		4,590 6.3		5,760 7.9		5,180 7.1				7,000 9.6					6,270 8.6	
AVERAGE AUDIENCE (Households (000) & %)	5,100 7.0		3,790 5.2		5,180 7.1		4,520 6.2				5,100 7.0					4,740 6.5	
SHARE OF AUDIENCE %	30		22		29		25				27		25 *		28 *	25	25 *
AVG. AUD. BY 1/4 HR. %	6.8	7.1	5.1	5.3	6.9	7.3	6.2	6.3			6.5	6.7*	6.8	7.4	7.5	6.6	6.5*
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	4,370 6.0		5,320 7.3		3,860 5.3		4,590 6.3		2,920 4.0		7,070 9.7					5,390 7.4	
AVERAGE AUDIENCE (Households (000) & %)	3,720 5.1		4,590 6.3		3,210 4.4		3,790 5.2		2,480 3.4		5,390 7.4					4,740 6.5	
SHARE OF AUDIENCE %	22		27		18		21		13		28		7.1*		29 *	25	6.5
AVG. AUD. BY 1/4 HR. %	6.3		8.6		6.6		8.4		12.1		10.4		7.1*		7.5	6.5	6.5
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	5,760 7.9		7,360 10.1		4,160 5.7		5,320 7.3		6,930 9.5				5,760 7.9				
AVERAGE AUDIENCE (Households (000) & %)	5,760 7.9		7,360 10.1		4,160 5.7		5,320 7.3		6,930 9.5				5,760 7.9				
SHARE OF AUDIENCE %	35		41		23		28		35				29		27 *	30 *	8.2*
AVG. AUD. BY 1/4 HR. %	7.4	8.4	9.9	10.3	5.7	5.8	7.2	7.3	9.6	9.8*	37 *	9.4	9.2*	29	7.6*	8.2	8.1
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	5,250 7.2		4,450 6.1		5,760 7.9		4,960 6.8				7,440 10.2					6,930 9.5	
AVERAGE AUDIENCE (Households (000) & %)	4,520 6.2		3,720 5.1		5,180 7.1		4,450 6.1				5,540 7.6					5,250 7.2	
SHARE OF AUDIENCE %	27		21		28		24				28		7.4*		28 *	26	7.2*
AVG. AUD. BY 1/4 HR. %	6.0	6.3	4.9	5.3	6.8	7.4	6.1	6.1			7.1	7.6	7.9	7.7	7.1	7.3	7.3
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	4,300 5.9		5,690 7.8		4,300 5.9		5,100 7.0		2,990 4.1		6,930 9.5					5,250 7.2	
AVERAGE AUDIENCE (Households (000) & %)	3,790 5.2		4,880 6.7		3,790 5.2		4,230 5.8		2,480 3.4		5,100 7.0					4,740 6.5	
SHARE OF AUDIENCE %	23		27		20		22		13		25		6.7*		26 *	24	6.6
AVG. AUD. BY 1/4 HR. %	5.2	5.2	6.6	6.8	4.9	5.5	5.6	6.0	3.5	3.3	6.6	6.8	7.3	7.3	6.4	6.6	6.6
<b>TV HOUSEHOLDS USING TV</b>																	
WK 1	22.9	24.0	23.8	24.2	24.3	25.3	25.2	25.5	25.2	25.7	25.4	25.9	26.0	26.0	25.9	26.5	
WK 2	22.4	23.8	24.9	25.6	25.9	26.9	26.5	26.6	26.6	27.1	27.0	27.3	27.1	27.2	27.2	27.7	

U. S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 3-7, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	6,710 9.2				4,590 6.3											6,270 8.6	
	ABC TV	General Hospital → Edge of Night																
	AVERAGE AUDIENCE (Households (000) & %)	5,030 6.9				4,080 5.6											5,320 7.3	
	SHARE OF AUDIENCE %	6.9	6.9*			6.9*	25 *										19	
	AVG. AUD. BY ¼ HR. %	6.9	6.8	6.9	6.9	5.6	5.6										6.9	7.7
	TOTAL AUDIENCE (Households (000) & %)			6,270 8.6		4,960 6.8											8,600 11.8	
	CBS TV	Guiding Light → All In The Family Match Game '78 ← Special (OP)																
	AVERAGE AUDIENCE (Households (000) & %)			5,180 7.1		4,300 5.9											7,730 10.6	
	SHARE OF AUDIENCE %		6.3*	24 *	26	22											28	
	AVG. AUD. BY ¼ HR. %	6.3	6.3	6.6	7.6	5.7	6.1										10.8	10.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,850 9.4															8,090 11.1	
	NBC TV	Another World (I)																
	AVERAGE AUDIENCE (Households (000) & %)	5,250 7.2															7,070 9.7	
	SHARE OF AUDIENCE %	7.2	7.1*			7.4*	27 *										25	
	AVG. AUD. BY ¼ HR. %	6.9	7.2	7.5	7.2												9.7	9.7
	TOTAL AUDIENCE (Households (000) & %)	7,290 10.0				4,810 6.6											6,420 8.8	
	ABC TV	General Hospital → Edge of Night																
	AVERAGE AUDIENCE (Households (000) & %)	5,540 7.6				4,300 5.9											5,540 7.6	
	SHARE OF AUDIENCE %	7.6	7.4*			7.7*	28 *										19	
	AVG. AUD. BY ¼ HR. %	7.4	7.3	7.7	7.8	5.9	5.9										7.6	7.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			6,270 8.6		4,450 6.1											8,970 12.3	
	CBS TV	Guiding Light → All In The Family Match Game '78																
	AVERAGE AUDIENCE (Households (000) & %)			5,180 7.1		3,860 5.3											8,020 11.0	
	SHARE OF AUDIENCE %		7.2*	26 *	26	19											28	
	AVG. AUD. BY ¼ HR. %	7.3	7.2	6.6	7.5	5.0	5.6										11.0	11.0
	TOTAL AUDIENCE (Households (000) & %)	7,140 9.8															8,530 11.7	
	NBC TV	Another World (I)																
	AVERAGE AUDIENCE (Households (000) & %)	5,610 7.7															7,290 10.0	
	SHARE OF AUDIENCE %	7.7	7.3*			8.0*	29 *										25	
	AVG. AUD. BY ¼ HR. %	7.2	7.5	8.0	8.1												9.9	10.0
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		26.2	26.5	26.6	27.5	27.1	27.9	27.7	28.7	28.9	30.0	30.7	32.1	34.1	35.7	37.3	38.6	
WK 2		27.7	28.2	27.2	28.3	28.0	29.1	29.3	30.6	31.4	33.0	34.1	35.2	37.2	38.8	39.7	40.2	

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(I) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. JUL. 10-14, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUL. 8, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					2,410 3.3		3,280 4.5		3,940 5.4		3,350 4.6		5,100 7.0		6,560 9.0		
	<b>ABC TV</b>							Dynomutt Dog Wonder (OP)		All New Super- Friends I		All New Super- Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III
	AVERAGE AUDIENCE (Households (000) & %)					1,970 2.7		2,770 3.8		3,280 4.5		2,840 3.9		4,230 5.8		5,250 7.2		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 2.4		36 3.0		33 4.7		22 4.3		29 5.3		33 6.2		7.3
1	TOTAL AUDIENCE (Households (000) & %)					1,970 2.7		2,620 3.6		4,590 6.3		5,830 8.0		5,690 7.8		5,980 8.2		
	<b>CBS TV</b>							Three Robonic Stooges (OP)		Speed Buggy (OP)		Bugs Bunny/ Road Runner1		Bugs Bunny/ Road Runner2 (OP)		Bugs Bunny/ Road Runner3 (OP)		Batman/Tarzan Adventure I (OP)
	AVERAGE AUDIENCE (Households (000) & %)					1,390 1.9		2,190 3.0		3,650 5.0		4,960 6.8		4,960 6.8		4,960 6.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 1.6		26 2.1		33 4.3		35 5.7		31 6.5		30 6.9		7.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)					1,310 1.8		1,600 2.2		2,480 3.4		3,430 4.7		4,010 5.5		4,230 5.8		
	<b>NBC TV</b>							I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (1)
	AVERAGE AUDIENCE (Households (000) & %)					1,020 1.4		1,310 1.8		1,900 2.6		3,060 4.2		3,350 4.6		3,350 4.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 1.2		17 1.6		19 2.2		24 4.1		23 4.4		24 4.5		4.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)					2,260 3.1		2,410 3.3		3,130 4.3		3,060 4.2		5,540 7.6		5,470 7.5		
	<b>ABC TV</b>							Dynomutt Dog Wonder (OP)		All New Super- Friends I		All New Super- Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III
	AVERAGE AUDIENCE (Households (000) & %)					1,600 2.2		2,190 3.0		2,550 3.5		2,330 3.2		4,230 5.8		5,030 6.9		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 1.9		28 3.1		21 3.5		16 3.5		27 5.6		30 6.0		6.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)					2,620 3.6		2,920 4.0		4,880 6.7		6,710 9.2		5,760 7.9		6,050 8.3		
	<b>CBS TV</b>							Three Robonic Stooges (OP)		Bugs Bunny/ Road Runner1		Bugs Bunny/ Road Runner2 (OP)		Bugs Bunny/ Road Runner3 (OP)		Batman/Tarzan Adventure I (OP)		Batman/Tarzan Adventure II (OP)
	AVERAGE AUDIENCE (Households (000) & %)					1,970 2.7		2,410 3.3		4,230 5.8		5,540 7.6		4,880 6.7		4,810 6.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 2.5		27 2.8		35 5.4		38 6.2		31 7.3		29 6.6		6.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)					2,040 2.8		2,770 3.8		4,370 6.0		5,610 7.7		6,200 8.5		5,320 7.3		
	<b>NBC TV</b>							I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (1)
	AVERAGE AUDIENCE (Households (000) & %)					1,600 2.2		2,260 3.1		3,430 4.7		4,880 6.7		5,030 6.9		4,230 5.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 2.1		29 2.4		30 2.9		35 5.4		33 6.5		26 5.5		6.0
TV HOUSEHOLDS USING TV WK 1		2.2	2.8	3.9	5.4	7.4	8.8	10.6	12.4	14.0	16.1	18.3	20.5	21.2	22.0	22.0	23.3	
(See Def. 1) WK 2		3.4	4.4	5.7	6.8	8.2	9.8	11.6	12.9	15.6	17.1	18.7	20.5	21.7	21.8	22.3	23.2	

U. S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 6,630 9.1 5,030 6.9 5,540 7.6 5,900 8.1 Scooby's All-Star Laff-A-Lympics IV (OP) Krofft Supershow '78-I Krofft Supershow '78-II (OP) American Bandstand '78 AVERAGE AUDIENCE (Households (000) & %) { 5,540 7.6 4,230 5.8 4,300 5.9 3,860 5.3 5.0* 5.6* SHARE OF AUDIENCE % 33 26 26 23 22 * 25 * AVG. AUD. BY 1/4 HR. % 8.4 6.9 6.0 5.7 5.7 6.1 4.6 5.3 5.5 5.8																
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 6,560 9.0 5,470 7.5 6,120 8.4 5,690 7.8 4,080 5.6 3,650 5.0 Batman/Tarzan Adventure II (OP) Secrets of Isis (OP) Fat Albert and the Cosby Kids (OP) Space Academy (OP) What's New, Mister Magoo? (OP) CBS Saturday Film Festival (OP) AVERAGE AUDIENCE (Households (000) & %) { 5,830 8.0 4,880 6.7 5,180 7.1 4,590 6.3 3,350 4.6 3,130 4.3 SHARE OF AUDIENCE % 34 29 31 28 21 19 AVG. AUD. BY 1/4 HR. % 7.7 8.3 6.8 6.5 7.1 7.1 6.3 6.2 4.5 4.7 4.5 4.0																
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 3,430 4.7 3,940 5.4 16,110 22.1 Baggy Pants & the Nitwits Space Sentinels (I) Wimbledon Tennis Finals (12:00-6:30PM) AVERAGE AUDIENCE (Households (000) & %) { 2,990 4.1 3,350 4.6 4,520 6.2 3.9* 3.9* 4.1* 4.1* 5.1* 6.3* 7.6* SHARE OF AUDIENCE % 20 23 25 19 * 19 * 19 * 23 * 28 * 31 * AVG. AUD. BY 1/4 HR. % 4.0 4.2 4.5 4.7 3.9 4.0 4.2 4.1 4.2 5.0 5.2 5.9 6.7 7.4 7.8																
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 3,940 5.4 5,470 7.5 5,470 7.5 President in Germany (11:00-12:04PM)(SUS.) Scooby's All-Star Laff-A-Lympics IV American Bandstand '78 Forest Hills Tennis (2:30-4:30PM) AVERAGE AUDIENCE (Households (000) & %) { 3,060 4.2 3,060 4.2 3.6* 4.7* SHARE OF AUDIENCE % 24 20 18 * 21 * AVG. AUD. BY 1/4 HR. % 3.9 4.4 3.7 3.5 4.4 5.1																
W E K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 2,260 3.1 3,940 5.4 3,650 5.0 3,210 4.4 CBS News Special Report (11:00-12:07PM)(SUS.) Fat Albert and the Cosby Kids (OP) Space Academy (OP) What's New, Mister Magoo? (OP) CBS Saturday Film Festival (OP) AVERAGE AUDIENCE (Households (000) & %) { 2,110 2.9 3,130 4.3 3,060 4.2 2,620 3.6 SHARE OF AUDIENCE % 16 21 19 16 AVG. AUD. BY 1/4 HR. % 2.9 2.8 4.1 4.6 4.2 3.7 3.5																
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 2,260 3.1 3,130 4.3 4,670 6.4 15,600 21.4 West Berlin Town Hall Meeting (11:00-12:04PM)(SUS.) Land of the Lost Thunder (I) NBC Major League Baseball (2) AVERAGE AUDIENCE (Households (000) & %) { 1,750 2.4 2,480 3.4 4,300 5.9 7,290 10.0 SHARE OF AUDIENCE % 14 17 27 36 AVG. AUD. BY 1/4 HR. % 1.9 2.7 3.1 3.8 5.9 6.8 8.3 8.6																
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 2,260 3.1 3,130 4.3 4,670 6.4 15,600 21.4 West Berlin Town Hall Meeting (11:00-12:04PM)(SUS.) Land of the Lost Thunder (I) NBC Major League Baseball (2) AVERAGE AUDIENCE (Households (000) & %) { 1,750 2.4 2,480 3.4 4,300 5.9 7,290 10.0 SHARE OF AUDIENCE % 14 17 27 36 AVG. AUD. BY 1/4 HR. % 1.9 2.7 3.1 3.8 5.9 6.8 8.3 8.6																
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 2,260 3.1 3,130 4.3 4,670 6.4 15,600 21.4 West Berlin Town Hall Meeting (11:00-12:04PM)(SUS.) Land of the Lost Thunder (I) NBC Major League Baseball (2) AVERAGE AUDIENCE (Households (000) & %) { 1,750 2.4 2,480 3.4 4,300 5.9 7,290 10.0 SHARE OF AUDIENCE % 14 17 27 36 AVG. AUD. BY 1/4 HR. % 1.9 2.7 3.1 3.8 5.9 6.8 8.3 8.6																
TV HOUSEHOLDS USING TV WK 1		23.7	23.6	23.4	23.3	22.9	23.3	22.5	22.5	21.9	22.4	22.0	22.2	22.4	22.5	23.3	24.2	
(See Def. 1)		20.4	19.4	19.0	17.8	17.0	18.3	19.7	20.4	21.9	23.0	23.1	23.3	22.4	23.1	23.3	23.8	
U.S. TV Households: 72,900,000		* Half-hour shows: 11:00-11:30, 11:30-12:00, 12:00-12:30, 12:30-1:00, 1:00-1:30, 1:30-2:00, 2:00-2:30, 2:30-3:00																

U.S. TV Households: 72,900,000

A-27

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) "NBC JR. HALL OF FAME", (SUS.).

(2) "NBC MAJOR LEAGUE PRE GAME", (2:00-2:15PM).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. JUL. 15, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUL. 8, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)									9,620 13.2							3,280 4.5	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)									4,590 6.3							2,410 3.3	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %									21 5.1	5.1*			6.6* 23 *		7.3* 22 *	3.1	3.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							7,580 10.4									6,710 9.2	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)							3,570 4.9									5,690 7.8	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %							19 3.7	14 *	4.0	5.7	5.9	5.2	5.1			7.8	7.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																3,280 4.5	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																2,840 3.9	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																12	4.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																2,480 3.4	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																1,820 2.5	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																2.2	2.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																7,290 10.0	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																6,340 8.7	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																8.4	9.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																5,610 7.7	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																4,590 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																18	6.5
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		24.5	25.8	26.2	25.7	26.4	26.8	26.9	27.4	27.3	27.0	27.7	29.0	32.2	33.2	33.1	33.6	
WK 2		24.4	25.9	26.9	27.7	28.3	29.5	29.6	30.8	31.5	32.6	32.3	32.3	33.6	34.4	34.4	35.2	

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. JUL. 15, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUL. 9, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	1,970 2.7
	ABC TV																	Jabberjaw (OP)
	AVERAGE AUDIENCE (Households (000) & %)																	1,680 2.3
	SHARE OF AUDIENCE %																	15
	AVG. AUD. BY ¼ HR. %																	2.0 2.5
	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	2,110 2.9
	ABC TV																	Jabberjaw (OP)
	AVERAGE AUDIENCE (Households (000) & %)																	1,820 2.5
	SHARE OF AUDIENCE %																	14
	AVG. AUD. BY ¼ HR. %																	2.4 2.6
	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV		WK 1	2.2	2.5	3.1	3.8	4.5	5.0	6.8	8.1	8.9	10.2	10.8	12.0	13.9	14.7	15.3	15.7
(See Def. 1)		WK 2	2.0	2.1	2.8	3.7	4.6	5.2	6.6	8.6	10.8	12.9	14.8	16.5	17.9	18.2	17.4	17.7

U. S. TV Households: 72,900,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. JUL. 16, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUL. 9, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	2,700 3.7		2,260 3.1		2,190 3.0												
	ABC TV	Great Grape Ape		Animals, Animals, Animals <sup>(OP)</sup>		Issues And Answers		Directions (SUS.)										
	AVERAGE AUDIENCE (Households (000) & %)	2,330 3.2		1,820 2.5		1,750 2.4												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	19 2.9		14 2.4		14 2.5		2.3										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,110 2.9														
	CBS TV	Camera Three (SUS.)		Face the Nation														
	AVERAGE AUDIENCE (Households (000) & %)			1,750 2.4														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			14 2.4		2.4												
W E E K 1	TOTAL AUDIENCE (Households (000) & %)							3,280 4.5										
	NBC TV							Meet the Press		Religious Series (SUS.)								
	AVERAGE AUDIENCE (Households (000) & %)							2,330 3.2										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							20 3.3		3.2								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,620 3.6		2,480 3.4		2,550 3.5											3,130 4.3	
	ABC TV	Great Grape Ape		Animals, Animals, Animals <sup>(OP)</sup>		Issues And Answers		Directions (SUS.)									World Invitational Tennis	
	AVERAGE AUDIENCE (Households (000) & %)	2,110 2.9		1,970 2.7		2,260 3.1											1,460 2.0	1.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	16 2.8		14 2.9		15 3.1		3.2									7 1.7	6 1.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			2,700 3.7														
	CBS TV	Camera Three (SUS.)		Face the Nation														
	AVERAGE AUDIENCE (Households (000) & %)			1,750 2.4														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			12 2.5		2.4												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							2,770 3.8										
	NBC TV							Meet the Press		Religious Series (SUS.)								
	AVERAGE AUDIENCE (Households (000) & %)							2,190 3.0										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							15 2.8		3.1								
TV HOUSEHOLDS USING TV		WK 1	16.3	17.2	17.3	17.6	17.2	17.6	18.0	19.0	18.9	20.0	20.4	21.5	22.2	22.9	23.8	24.8
(See Def. 1)		WK 2	18.0	18.1	18.8	19.2	20.1	20.4	21.1	21.6	20.5	21.2	22.8	23.9	25.1	26.2	26.3	27.4

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. JUL. 16, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUL. 9, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 2	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 1	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 2	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 1	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 2	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
<b>TV HOUSEHOLDS USING TV</b>		<b>WK 1</b>	24.9	25.8	26.7	26.4	26.3	27.7	27.5	28.0	28.3	28.1	29.6	30.9	32.6	33.6	35.0	36.2
		<b>WK 2</b>	28.3	28.7	27.6	28.3	27.5	28.4	29.3	29.5	29.5	29.4	29.9	32.2	34.0	35.5	37.1	38.5
		(See Def. 1)																

U. S. TV Households: 72,900,000

A-35

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. JUL. 16, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

					WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY																
	ABC	8.00-11.10PM	ABC MONDAY NIGHT BASEBALL	11.00	FOR RTGS SEE PAGE A-2					11.8						
	ABC	11.41-12.14AM	SOAP-MON	11.30	7,360	10.1	6,340	8.7	28	8.0	7,220	9.9	6,200	8.5	28	8.7
		11.30-12.03AM		11.45						8.6				8.6*	28*	8.5
				12.00						8.9						7.1
	ABC	12.14- 1.19AM	POLICE STORY-MON	12.00	6,270	8.6	4,370	6.0	26	7.9	5,390	7.4	4,160	5.7	27	6.2
		12.03- 1.05AM		12.15						6.6				6.0*	26*	5.8
				12.30						6.0						5.8
				12.45				5.9*	26*	5.8				5.6*	28*	5.3
				1.00						5.6						5.0
				1.15						5.2						
EVENING TUESDAY																
	ABC	8.45-11.52PM	MAJOR LEAGUE ALLSTAR GAME(S)	11.00							FOR RTGS SEE PAGE A-5					27.5
				11.15										27.4*	50*	27.3
				11.30												27.2
				11.45										25.6*	56*	22.3
	ABC	11.30-12.03AM	SOAP-TUE	11.30	5,830	8.0	4,590	6.3	21	6.4						
				11.45				6.4*	21*	6.4						
				12.00						5.7						
	ABC	12.03- 1.02AM	D. HARTMAN NEW BEGINNINGS(S)	12.00	4,160	5.7	2,480	3.4	15	4.7						
				12.15				4.0*	15*	4.7						
				12.30						3.5						
				12.45						3.1						
				1.00				2.9*	14*	2.7						
	ABC	12.23- 1.49AM	TUESDAY MOVIE OF THE WEEK	12.15						2.4						
				12.30							5,320	7.3	3,650	5.0	28	6.0
				12.45										5.4*	26*	5.6
				1.00												5.1
				1.15										4.7*	30*	5.0
				1.30												4.4
				1.45												4.4
EVENING WEDNESDAY																
	ABC	11.30-12.33AM	POLICE STORY-WED	11.30	8,160	11.2	5,900	8.1	31	8.8	7,360	10.1	5,030	6.9	27	7.5
		11.30-12.36AM		11.45				8.4*	29*	8.0				7.3*	25*	7.0
				12.00						7.7						6.8
				12.15				7.9*	34*	8.0				6.8*	30*	6.7
				12.30						6.5						6.1
	ABC	12.33- 1.31AM	WED. MYSTERY OF THE WEEK	12.30	3,650	5.0	2,840	3.9	26	4.4	4,160	5.7	2,550	3.5	25	4.7
		12.36- 1.58AM		12.45				4.0*	23*	3.7				3.9*	22*	3.5
				1.00						3.7						3.5
				1.15						3.7				3.4*	25*	3.3
				1.30				3.8*	29*	3.9						3.2
				1.45						3.7				3.1*	28*	3.0
EVENING THURSDAY																
	ABC	11.30-12.37AM	STARSKY AND HUTCH-11:30	11.30	7,580	10.4	5,100	7.0	24	7.0	8,600	11.8	6,420	8.8	29	9.6
CONT'D																
U.S. TV HOUSEHOLDS: 72,900,000																
FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE 1																

U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

\*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1					WEEK 2						
			TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING THURSDAY CONT'D														
ABC 11.30-12.37AM STARKY AND HUTCH-11:30-CONT'D		11.45			6.9*	21*	6.9			9.3*	27*	9.1		
		12.00					7.3					8.7		
		12.15			7.2*	28*	7.2			8.7*	32*	8.7		
		12.30					5.8					7.1		
ABC 12.37- 1.13AM TOMA		12.30	3,650	5.0	3,060	4.2	24	4.6	4,960	6.8	3,430	4.7	29	5.6
12.37- 1.44AM		12.45			4.3*	23*	4.1				5.4*	28*	5.3	
		1.00					4.0						4.8	
		1.15									4.6*	31*	4.4	
		1.30											3.9	
NBC 11.30-11.45PM WIMBLEDON TENNIS-THU.(S)		11.30	7,070	9.7	6,850	9.4	27	9.4						
EVENING FRIDAY														
ABC 11.30-12.35AM BARETTA-11:30PM		11.30	6,420	8.8	4,300	5.9	19	6.0						
		11.45				6.0*	18*	6.0						
		12.00						5.9						
		12.15			5.9*	21*	5.9							
		12.30					5.5							
ABC 11.30- 2.02AM WORLD TEAM TENNIS(S)		11.30							4,740	6.5	1,750	2.4	11	3.6
		11.45									3.4*	11*	3.1	
		12.00											3.0	

NBC 11.30-11.45PM WIMBLEDON TENNIS-FRI(S) NBC 1.15- 2.45AM MIDNIGHT SPECIAL 1.00- 2.30AM	12.15								3.0*	11*	3.0
	12.30										2.6
	12.45								2.4*	11*	2.2
	1.00										1.9
NBC 11.30-11.45PM WIMBLEDON TENNIS-FRI(S) NBC 1.15- 2.45AM MIDNIGHT SPECIAL 1.00- 2.30AM	1.15								1.8*	10*	1.7
	1.30										1.5
	1.45								1.3*	10*	1.2
	2.00										1.1
NBC 11.30-11.45PM WIMBLEDON TENNIS-FRI(S) NBC 1.15- 2.45AM MIDNIGHT SPECIAL 1.00- 2.30AM	11.30	7,580 10.4	7,290	10.0	30	10.0					
	1.00						6,420 8.8	3,130	4.3	31	5.1
	1.15	4,010 5.5	2,110	2.9	23	3.2			4.8*	26*	4.5
	1.30					3.5					4.5
NBC 11.30-11.45PM WIMBLEDON TENNIS-FRI(S) NBC 1.15- 2.45AM MIDNIGHT SPECIAL 1.00- 2.30AM	1.45			3.4*	24*	3.3			4.4*	33*	4.2
	2.00					2.6					4.0
	2.15			2.6*	24*	2.6			3.7*	37*	3.4
	2.30					2.5					
EVENING SATURDAY											
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.	9.45	13,190 18.1	13,190	18.1	38	18.1	12,470 17.1	12,470	17.1	37	17.1
ABC 11.00-11.15PM ABC WEEKEND NEWS-SATURDAY	11.00	5,690 7.8	5,470	7.5	16	7.5	4,520 6.2	4,450	6.1	14	6.1
CBS 8.58- 8.59PM NEWSBREAK-SAT.	8.45	7,510 10.3	7,510	10.3	25	10.3	7,290 10.0	7,290	10.0	25	10.0
CBS 9.00-11.09PM CBS SATURDAY NIGHT MOVIE	11.00					11.8					
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	8,380 11.5	8,380	11.5	28	11.5	6,340 8.7	6,340	8.7	21	8.7
NBC 9.00-11.30PM NBC SATURDAY NIGHT MOVIES	11.00					16.4					
NBC 12.00- 1.19AM SATURDAY NIGHT CONT'D	11.15			15.6*	35*	14.8					
	11.30						11,880 16.3	7,440	10.2	34	12.1

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1				WEEK 2								
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR			
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		SHARE	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)		%	SHARE	
EVENING SATURDAY CONT'D																	
	NBC	12.00-	1.19AM SATURDAY NIGHT-CONT'D	11.45													
				12.00	9,910	13.6	6,200	8.5	34	9.7				11.5*	34*	11.0	10.3
				12.15				9.4*	33*	9.1				10.1*	34*	9.8	9.8
				12.30						7.9						8.8	8.8
				12.45				8.1*	33*	8.3				8.6*	34*	8.1	8.1
				1.00						8.1							
				1.15						7.3							
EVENING SUNDAY																	
	ABC	8.58-	8.59PM ABC NEWSBRIEF-SUN.	8.45	7,000	9.6	7,000	9.6	21	9.6	9,190	12.6	9,190	12.6	27	12.6	12.6
	ABC	9.00-	11.53PM ABC SUNDAY NIGHT MOVIE	11.45	FOR RTGS SEE PAGE A-14			13.9*	40*	12.3							
	CBS	8.58-	8.59PM NEWSBREAK-SUN.	8.45	9,910	13.6	9,910	13.6	29	13.6	11,370	15.6	10,790	14.8	31	14.8	14.8
		8.57-	8.59PM														
	NBC	8.58-	8.59PM NBC NEWS UPDATE-SUN.	8.45	9,770	13.4	9,770	13.4	29	13.4	8,820	12.1	8,820	12.1	26	12.1	12.1
	NBC	11.30-	1.33AM NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16			2.3*	13*	2.1	FOR RTGS SEE PAGE A-17			2.9*	15*	2.6	2.6
		11.30-	1.32AM	1.00						1.5						2.0	2.0
				1.15				1.5*	11*	1.5				2.0*	14*	1.9	1.9

EVENING MONDAY-FRIDAY					1.30					1.0						1.9
ABC	9.58-	9.59PM ABC NEWSBRIEF-M-F	MTUWF	8.15												
			MTUWF	8.45	10,280	14.1	10,280	14.1	29	10.4	10,860	14.9	10,860	14.9	28	19.9
				9.15						16.4						
				9.45						14.8						13.3
CBS	8.57-	8.59PM NEWSBREAK-M-F	M-F	8.45	8,680	11.9	8,820	12.1	26	11.2	7,070	9.7	7,070	9.7	20	9.7
	8.58-	8.59PM		9.15						13.2						
CBS	11.30-	1.06AM LATE MOVIE I	M-F	1.00												
											FOR RTGS					5.2
											SEE PAGE	A-17				
CBS	1.14-	2.14AM LATE MOVIE II	TU-TH	12.00	4,230	5.8	3,210	4.4	26	7.5	4,590	6.3	3,720	5.1	29	6.7
	1.16-	2.16AM		12.15				7.0*	27*	6.7				6.3*	23*	6.0
				12.30						4.8						5.2
				12.45				5.0*	28*	4.5				5.1*	27*	4.9
				1.00						3.8						4.6
				1.15				2.9*	22*	3.4				4.5*	33*	4.7
				1.30						3.2						4.3
				1.45												4.6
NBC	8.58-	8.59PM NBC NEWS UPDATE-M-F	M-F	8.45	6,560	9.0	6,560	9.0	20	9.0	7,870	10.8	7,870	10.8	23	10.8
NBC	11.30-	12.48AM TONIGHT SHOW	M-F	1.00	FOR RTGS					4.4						
					SEE PAGE		A-16									
NBC	1.00-	1.45AM TOMORROW SHOW	M-TH	1.45	FOR RTGS			2.2*	22*	2.1						
					SEE PAGE		A-16									
DAY MONDAY-FRIDAY																
CBS	10.30-	11.30AM MAGAZINE(S)	THU.	10.30	5,320	7.3	3,060	4.2	20	4.6						
	CONT'D															



